

A GUIDE FOR JOB APPLICANTS

ACON is Australia's largest health organisation specialising in community health, inclusion and HIV responses for people of diverse sexualities and genders.



Campaign Production Officer

We're seeking a campaign savvy production officer with a keen eye for detail and who thrives on making exceptional social marketing campaigns a reality.

Join us and you'll:

- Become an integral part of a team that deliver dynamic, highly visible and broad-reaching campaigns across New South Wales.
- Produce work for a long-running, award-winning HIV prevention campaign initiative called "Ending HIV" and ensure the continued success of the brand.
- Play a key role in ensuring important health promotion messages are disseminated to a wide range of media partners.
- Have the opportunity to practice in a truly values-led organisation and deliver vital services to our communities.
- Be supporting people of diverse sexualities and genders, and people living with HIV to live their healthiest lives.

The Opportunity

The Campaign Production Officer is responsible for coordinating the development and implementation of our social marketing campaigns across the full spectrum of communications media – traditional (i.e. outdoor/print), digital and social.

As a member of the Unit, this role involves liaising with both external agencies and other members of the team to ensure campaign strategy is followed and implemented.

This role is critical to the organisation to ensure the successful implementation of strong and vibrant social marketing campaigns and health promotion priorities.

Essential Requirements include:

- At least two years demonstrated experience in social marketing, advertising, digital, social media, campaign planning, implementation and evaluation.
- Sound experience in integrated (online/print/experiential/social/video) campaign production.
- Demonstrated technical skills in social media and other technologies, including demonstrated capacity to effectively monitor social media activities.
- Exceptional organisational skills.
- Strong understanding of and commitment to ACON's communities, particularly people living with HIV.
- 6 months contract.

For further information regarding this position, please contact Mike Wachter, Acting Senior Planner on 02 9206 2000 or email mwacher@acon.org.au.

Applications close 5pm, Sunday 18 October.

The organisation

ACON is an inclusive employer offering a colourful, nurturing and fun workplace.

Diversity and inclusion are at the core of who we are, they are strengths that we celebrate and demonstrate through our workforce and the delivery of all of our programs and services.

Our staff and volunteers are the foundation for our ongoing effectiveness, and we are committed to their professional development and engagement. Our philosophy is "Employability for Life." We don't just help you excel at this job; we also help to build capabilities that support your future career development.

In addition, we offer flexible working arrangements and generous array of entitlements above and beyond the National Employment Standards (NES) including:

1. a **35-hour working week** (38 hours per week under NES);
2. an **extra week of paid leave** to be taken during our Christmas and New Year's shutdown period
3. **12 days of paid personal leave** per year (10 days under NES)
4. **3 months Long Service Leave of at 10 years of service** (2 months at 10 years under NES) **with access to 6 weeks at 5 years of service**
5. **Five days of paid compassionate leave** (2 days under NES)
6. **14 weeks paid parental leave** in addition to the government arrangement
7. **Paid Additional Health Care Leave** for ongoing and once-off issues affecting health (including Family and Domestic Violence Leave).
8. **Option to purchase additional Annual Leave** beyond the 4weeks mandated
9. **Education Leave of up to 70 hours** per annum
10. **Severance pay** in excess of the NES, in the case of redundancy.
11. **Salary Packaging** up to \$30,000 gross up value (i.e. currently up to \$15,899 tax free)
12. **Employee Assistance Program (EAP)** - Access to a comprehensive counselling service free to employees

How do I apply?

You must email us three documents in MS-Word or PDF format at vacancy@acon.org.au:

1) An ACON Application Form

You can download this at www.acon.org.au/jobs

2) Your Cover Letter outlining your Claim against the Selection Criteria

Tell us how you meet each of the Selection Criteria in the Position Description in detail.

Address all of the Selection Criteria as outlined in the following position description.

Let us know how your skills and experience relate to the requirements of the position and how you can use them to excel in this job.

To do this, address each criterion separately in point form. You should use statements with examples that clearly demonstrate your competency in a particular area.

Applicants who do not demonstrate that they meet the requirements of the position will not be invited to attend an interview.

3) Your Resume

Tell us about your previous employment and your education. Be sure to include:

- Your **Name** and **Contact details**
- Your **Education** including any degrees you have received, the institution and its location and the date of your graduation. You might also want to include your major/minor fields, any honours, and publications.
- Your **Work Experience** including jobs, internships, and volunteer work. If you have just recently finished high school, you might also include extracurricular activities such as clubs or sports.

How does recruitment work at ACON?

There are five main steps in the process:

1) Application

ACON receives your application, cover letter and resume. You will receive an email from our HR Team acknowledging that we have received your documents.

2) Shortlisting

A selection panel of 2-4 qualified persons will review all the applicants and offer interviews to those applicants whose applications best address the requirements of the position.

3) Interview

If you are shortlisted for interview you will be contacted by the chairperson of the selection panel and invited to an interview. Your interview may take the form of a question and answer session, a presentation of your previous work, a test of your computer skills, or any other form that is relevant to the position. The chairperson will let you know the format of the interview and any documents, presentations or examples of previous work that you might need to bring with you.

4) Offer

Appointments to positions with ACON are based on merit. This means that the applicant who is judged to be the most capable of carrying out the duties of the position will be offered the job. The decision to make you an offer is based on your written application, your performance at interview, and successful Referee Checks, Criminal Record Checks and Working with Children Checks (if applicable).

5) Acceptance and Commencement

Once a salary and start date have been agreed, you will receive a commencement pack from the HR Team including your contract and other documents (e.g. the ACON Code of Conduct, Tax File Declarations, Bank Deposit details, Superannuation Choice forms, etc.). Once these are returned to the HR Team, you are ready to start work on your agreed date.

How long does it take to hear back on my application?

If you have applied via email, you will be sent a return email within 1-2 business days acknowledging receipt of your application. Your application will then be reviewed, and we will contact you within 1-2 weeks after the application closing date.

If you are successful in gaining an interview, the chairperson of the selection panel will contact you by telephone to arrange a suitable date and time for the interview.

Otherwise, we will contact you by email to advise you that your application has been unsuccessful on this occasion. If you are not selected for an interview, this is when you will receive an email from our HR Team informing you that your application was not successful on this occasion. Don't get discouraged if you do not get an interview - you can always apply again when we have another job that catches your eye!

If interviewed, you will be informed of your interview outcome within 5 working days; however, this may vary depending on the number of applicants.

Position Description

Position Title: Campaign Production Officer
Work Level: Operational

Reports to

Senior Planner, Engagement Strategies Unit

Position Overview

The Campaign Production Officer is responsible for coordinating the development and implementation of our social marketing campaigns across the full spectrum of communications media – traditional (i.e. outdoor/print), digital and social.

As a member of the Unit, this role involves liaising with both external agencies and other members of the team to ensure campaign strategy is followed and implemented.

This role is critical to the organisation to ensure the successful implementation of strong and vibrant social marketing campaigns and health promotion priorities.

Main Activities

Coordinate and act as part of a team providing HIV prevention and other sexual health campaigns focussed on gay, bisexual and other men who have sex with men, including:

- Assist the Senior Planner to plan, schedule, deliver and evaluate ACON HIV prevention and health promotion initiatives activities/materials and budgets to ensure achievement of established goals and objectives in line with the ACON Business Plan and organisational strategies and action plans.
- Coordinate campaign production, in particular:
 - Liaise with chosen suppliers for campaign production including printers, creative agencies, digital agencies, media outlets, as well as internal stakeholders.
 - Attend and assist on production shoots/filming.
 - Contribute to social media content research and creation, monitoring and moderating followers' interactions, response creation to followers on each venue (Facebook mainly but also Twitter, Instagram).
 - Contribute to the curation of website blog topics: content research, creation and publishing.
 - Provide periodical updates and reports to the Senior Planner and identify potential problems for escalation.
- Monitor campaign implementation (traditional, online and social):
 - Coordinate market research in both pre-test and post evaluation phases of campaigns.
 - Set campaign production schedule: artwork, print, online development, video, website.
 - Coordinate campaign implementation and liaise with chosen suppliers.
- Liaise with ACON staff, community stakeholders and clients in developing, assessing and modifying program services to meet the needs of the targeted client population,

especially in ensuring that campaigns are adaptable and appropriate for regional and rural audiences.

- Coordinate the timely reporting of appropriate campaign statistics, analytics, records and reports.
- Actively participate in and contribute to an ongoing process of supervision, Unit meetings, team meetings, general staff meetings, quality improvement and professional development strategies.
- Provide support to casual staff, consultants and volunteer workers, as required.
- Perform other duties to assist with the work of the unit as requested by your supervisor (or designate).

Selection Criteria

Essential:

- At least two years demonstrated experience in social marketing, advertising, digital, social media, campaign planning, implementation and evaluation.
- Sound experience in integrated (online/print/experiential/social/video) campaign production from development to implementation, including involvement with production shoots and supplier relationship management.
- Demonstrated technical skills in social media and other technologies, including demonstrated capacity to effectively monitor social media activities.
- Exceptional organisational skills, including the demonstrated ability to meet deadlines, monitor budgets, liaise with suppliers and work individually and/or as part of a small team.
- Strong understanding of and commitment to ACON's communities, particularly people living with HIV.
- Strong interpersonal and communication skills, including an ability to liaise and negotiate effectively with a range of stakeholders.

Desirable:

- Relevant qualifications and/or experience in the area of social marketing and/or advertising/marketing preferably in a health-related field.
- Demonstrated understanding of current issues in HIV and sexual health, particularly as they relate to gay, bisexual and other men who have sex with men.
- Skills in desktop publishing and an understanding of basic design principles.