**Principal Planner – Engagement Strategies Unit**

*This is a great opportunity for an experienced and creative Principal Planner to take up an important leadership position within ACON and the broader NSW HIV sector.*

* *Lead and inspire a highly specialised campaign team to deliver an award-winning campaign platform, Ending HIV.*
* *Make a significant contribution to building ACON’s reputation as a national and international leader for HIV prevention, support, and health promotion campaigns.*
* *Work alongside some of Sydney’s best creative and digital agencies to create campaigns that empower our communities to live their healthiest lives.*

**The Role**

This is an important leadership position within ACON and the broader NSW HIV sector. The occupant of this position must have a strong creative background and an ability to understanding of, and ability to translate complex health messaging into behaviour change communication in a way that is attractive and convincing to a diverse range of target audiences.

This position manages the Engagement Strategies Unit within ACON. A small, and highly focused team within the HIV and Sexual Health Division. It is responsible for the effective planning, delivery, and evaluation of a wide range of social marketing and integrated digital marketing campaigns along with other health promotion activities targeting ACON communities. Strategic thinking, innovation and strong a solution focused mentality are valuable skills and attributes for this role.

The position has a specific emphasis on encouraging testing, treatment, and prevention of HIV and STIs among gay, bisexual, and other men who have sex with men (GBMSM), through our award-winning campaign platform, Ending HIV.

Together with the Director of HIV and Sexual Health and other Managers in ACON’s HIV and Sexual Health Division, the Principal Planner, Engagement Strategies Unit has significant responsibilities for achieving results outlined in the *ACON Strategic Plan 2019 – 2024* and *NSW HIV Strategy 2021 – 2025.*

**Working at ACON**

ACON provides a colourful, nurturing, and fun workplace. Our employees and volunteers are the foundation for our ongoing effectiveness and for our capacity to deliver innovative community engagement and health promotion programs and initiatives for our communities.

To support the successful candidate in their new role at ACON we are also offering the following:

* Flexible working arrangements
* Generous learning and development opportunities.

**Location**

This position is a **5 day per week role (38 hours)** on a **full-time for 3 years contract**, at **the ACON Sydney office**. We also have flexible working options with some days in the office and some days at home.

**Salary and Entitlements**

**This position will be paid a total remuneration package (TRP) between $120,000 - $130,000** **(TRP includes superannuation and leave loading) commensurate with skills and experience.**

We offer flexible working arrangements and a generous array of entitlements often above the National Employment Standards (NES) including:

* Salary Packaging up to $30,000 gross up value (i.e. currently up to $15,899 tax free)
* Generous pro-rata leave entitlements including up to an extra week of paid leave for full time employees to be taken during our Christmas and New Year’s shutdown period
* Employee Assistance Program (EAP) - access to a comprehensive counselling service free to employees

**Location**:

*This position is located at the ACON Sydney Surry Hills Office.*

*All applications must include:*

1. *a completed ACON application form;*
2. *a document addressing BOTH the essential and desirable selection criteria; and*
3. *your resume.*

*Please download the Job Application Guide at* [*https://www.acon.org.au/about-acon/jobs/*](https://www.acon.org.au/about-acon/jobs/)

**For more information about this position, you can text, call, or email:** **Matthew Vaughan**, Director HIV and Sexual Health, on 0428 969 545 or MVaughan@acon.org.au

**Applications close Friday 2 December 2022.**

ACON is an EEO employer. As part of our commitment to creating a diverse and inclusive workplace, people with HIV, and Aboriginal and Torres Strait Islander people are strongly encouraged to apply.

[www.acon.org.au](http://www.acon.org.au/)

**How do I apply?**

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

**1) An ACON Application Form**

You can download this at [www.acon.org.au/jobs](https://www.acon.org.au/wp-content/uploads/2018/08/ACON_Employment-Application-Form.pdf)

**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.

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, please address each criterion separately. 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:

1. Your **Name** and **Contact details**
2. 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.
3. Your **Work Experience** including jobs, internships, and volunteer work.

**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 1-3 business days acknowledging receipt of your application. After the closing date of the vacancy, your application will then be reviewed, and we will contact to inform you of the result of the recruitment within 4-8 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. If you are not selected for an interview, you will receive an email informing you that your application was not successful on this occasion.

|  |  |
| --- | --- |
| POSITION DESCRIPTION | ACON-RGB |

**Position Title:** Principal Planner, Engagement Strategies Unit

**Work Level:** Manager

**Reports to**

Director, HIV and Sexual Health

**Supervises**

4 - 5 staff + contractors

**Position Overview**

This is an important leadership position within ACON and the broader NSW HIV sector. The occupant of this position must have a strong creative background and an ability to understanding of, and ability to translate complex health messaging into behaviour change communication in a way that is attractive and convincing to a diverse range of target audiences.

This position manages the Engagement Strategies Unit within ACON. A small, and highly focused team within the HIV and Sexual Health Division. It is responsible for the effective planning, delivery, and evaluation of a wide range of social marketing and integrated digital marketing campaigns along with other health promotion activities targeting ACON communities. Strategic thinking, innovation and strong a solutions focused mentality are valuable skills and attributes for this role.

The position has a specific emphasis on encouraging testing, treatment, and prevention of HIV and STIs among gay, bisexual, and other men who have sex with men (GBMSM), through our award-winning campaign platform, Ending HIV.

Together with the Director of HIV and Sexual Health and other Managers in ACON’s HIV and Sexual Health Division, the Principal Planner, Engagement Strategies Unit has significant responsibilities for achieving results outlined in the *ACON Strategic Plan 2019 – 2024* and *NSW HIV Strategy 2021 – 2025.*

**Main Activities**

* Leadership in:
	+ ACON's liaison with the creative agencies and key stakeholders, including government, Local Health Districts, researchers, clinicians and community groups
	+ understanding ACON’s mission, priorities, and services; our market and our clients and communities. This includes an ability to remain up to date with the latest research as well as marketing/social/digital communications practice
	+ managing and developing ACON’s intellectual property including the *Ending HIV* brand and associated communication platforms and online communities
	+ lead the development and implementation of a National BBV and STI testing and prevention activities in partnership with national organisations, state and territory AIDS councils and PLHIV organisations
	+ understanding ACON's marketing objectives, ensuring that HIV and Sexual Health information, campaigns and programs are integrated into broader organisational communication objectives
	+ effective liaison with ACON’s communications team and other entities internal to ACON to optimize campaign and marketing engagement and reach
	+ preparing various documents, particularly creative briefs which are an essential foundation for our social marketing campaigns and health promotion initiatives
	+ managing and overseeing the various production stages for every campaign, including evaluation
	+ ensuring highly effective campaigns are created on time and within budget.
* Operate from a health equity lens and ensure a diverse range of communities and populations are consulted, featured and represented in health messaging.
* Manage the development, implementation, evaluation and monitoring of Unit activities and outputs to achieve goals and objectives in line with business plans.
* Identify and act on opportunities for improvement of existing programs/services and new opportunities for growth and funding.
* Actively contribute to the development and implementation of organisational policy, particularly within your area(s) of responsibility and accountability.
* Foster an environment that encourages cross unit collaboration with other projects with ACON, including HIV and sexual health activities with regional teams in NSW.
* Ensure that the Unit complies with Senior Leadership Team directives, relevant legislation and regulations, codes of practice/ethics and organisational policies and procedures.
* Regularly monitor and analyse data, identify risks and opportunities, and provide recommendations to address issues in an appropriate and timely manner.
* Manage all physical, financial, and human resources of the unit in accordance with unit business plans and budgets.
* Manage, support, train and assess staff and volunteer workers.
* Continually build and enhance partnerships with agencies and external service providers to ensure effective responses to community issues.
* Assist in the creation of media statements, public messages, speeches, and other community engagement activities relevant to the Unit’s work.
* Actively participate in and contribute to an ongoing process of supervision, Unit meetings, team meetings, general staff meetings, quality improvement and professional development strategies.
* Perform other duties to assist with the work of the unit as requested by your supervisor (or designate).

**Selection Criteria:**

**Essential**

1. Proven experience in social marketing, advertising, digital, social media, campaign planning, implementation, and evaluation.
2. Demonstrated experience in working with creative, media, experiential, digital and market research agencies.
3. Strong customer/client service ethic, including effective experience in stakeholder management.
4. Proven ability to organise, administer, prioritise, and meet deadlines, in particular when there are competing demands and contracted timeframes.
5. Demonstrated ability to build effective, high performing and cohesive teams.
6. Superior project management expertise and experience in financial, human resource, administration, and program management.
7. Strong planning and evaluation skills, including the capacity to analyse data and interpret and apply research and evaluation findings.
8. Superior communication skills, including written and verbal presentation skills, diplomatic and effective liaison, and interpersonal skills.
9. Understanding of, and commitment to, ACON’s communities, particularly people living with HIV.
10. Applicants must provide evidence of Covid 19 Vaccination, in addition to any other vaccination required to perform the role.

**Selection Criteria: Desirable**

1. Relevant qualifications in marketing, advertising, or a related field.
2. Demonstrated understanding of current developments in HIV prevention, treatment, and care.