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| Title | Production and Content Coordinator (Part time) | Position Reports to | Director, Marketing and Communications |
| Classification | *3* | Employment Status | Part time ongoing |
| Enterprise Agreement | *HEALTH AND ALLIED SERVICES, MANAGERS & ADMINISTRATIVE OFFICERS - ENTERPRISE AGREEMENT 2021-2025* |

As Australia’s only specialist eye, ear, nose and throat hospital, The Royal Victorian Eye and Ear Hospital’s (the Eye and Ear) has been providing care for the senses for more than 160 years. The Eye and Ear has over 90 different outpatient specialist clinics for the diagnosis, monitoring and treatment of vision and hearing loss and provides a 24 hour emergency eye and ear, nose, and throat service. The Eye and Ear provides care annually for around 190,000 patients, with over 130,000 outpatients, nearly 44,000 emergency patients and over 14,000 inpatients.

### Vision Mission And Values

The Eye and Ear is a world leader providing exceptional care. Our vision is to inspire and advance specialist eye and ENT care. Our mission is to improve health and wellbeing outcomes through excellence in clinical care, teaching and education, research and innovation. Our values of **Integrity, Inclusive and Accessible Care, Collaboration and Excellence** are at the core of everything we do.

* **INTEGRITY** We act ethically, accept personal accountability, communicate openly and honestly and treat everyone with trust and respect
* **INCLUSIVE AND ACCESSIBLE CARE** We treat patients with respect, are compassionate, thoughtful and responsive to their needs and sensitive to diversity
* **COLLABORATION** We communicate openly, respect diversity of views and skills and work effectively with partners and in multi-disciplinary teams to deliver the best outcomes for patients
* **EXCELLENCE** We give our personal best at all times, deliver exemplary customer service, monitor performance and seek leading edge ways to improve it

Please read our full Strategic Plan here:

<https://eyeandear.org.au/about/publications/strategic-plan/>

The Eye and Ear is an equal opportunity employer and is committed to providing a work environment that is free from harassment or discrimination and promotes inclusion, equity, diversity and cultural awareness in the workplace. The Eye and Ear is a smoke free environment.

### Position Summary:

Be a central point for the development of digital content for key internal and external audiences. Develop in-house creative including video and images to assist in promotion of the Eye and Ear as one of the world’s leading eye and ear health services. Assist with the Eye and Ear’s presence across all active social media platforms and with website content, ensuring consistency with brand guidelines.

### Key Responsibilities / Performance Outcomes:

1. Work within an ethically and legally sound framework. Ensure responsibilities are undertaken in accordance with the Eye and Ear policies and procedures, Code of Conduct and applicable legislation.
2. Information Technology (IT) skills that are commensurate with the requirements of  the role.
3. Create and coordinate engaging, audience-specific digital content
4. Support the communications calendar with relevant visual content as required
5. Produce, capture and edit photo and video content utilising Adobe Premiere Pro, Photoshop and After Effects
6. Develop targeted, multi-channel content for Facebook, Twitter, LinkedIn
7. Contribute ideas to content development meetings in meeting hospital objectives
8. Monitor profiles of similar organisations, or industry and share appropriate content
9. Action website and intranet updates, includes drafting content and sourcing images
10. Respond to ad hoc requests for designed communications

### Quality, Patient Safety And Risk Management

Ensure utilisation of systems designed to support quality, safety & risk management. This involves:

* Having an understanding of working within your role and responsibilities outlined in the Eye and Ear Quality Clinical Governance Framework to deliver safe high quality and person-centred experience and care.
* Participating in reporting and analysis of safety and quality data including risks or hazards.
* Participating in improvement activities.
* Participating in the reporting and analysis of quality initiatives, adverse events and risk identification.
* Participating in appropriate professional development activities and other quality and safety training.
* Participating in health service activities required for accreditation.
* Ensuring appropriate use of hospital resources.
* Demonstrate awareness of the financial requirements of the department and demonstrate an awareness of cost effective practice.
* Actively participate in the annual performance development cycle.
* Is compliant with the Eye and Ear Data Accountability Framework.

### Occupational Health And Safety

The Eye and Ear endeavours to provide a working environment for its employees that is safe and without risk to health. Employees are required to:

* Perform their work with due regard for their own safety and health and for the safety and health of other people who may be affected by their acts or omissions.
* Actively promote and demonstrate the organisational values of integrity, care, excellence and teamwork.
* Participate in wellness@work initiatives.
* Report any hazards, near miss and incidents (regardless of whether an injury occurred or not) via the Victorian Health Incident Management System (VHIMS) Riskman.
* Understand and adhere to emergency procedures.
* Actively discourage and where possible call out inappropriate behaviour that may pose a safety risk to others.
* Participate actively in return to work programs if injured, and supporting injured colleagues in their return to work.

### Selection Criteria: Qualifications, Experience And Competencies

* Experience executing end to end video projects. Good understanding of developing digital content for social media and website
* Good understanding of social media trends and best practice
* Good creative skills that can be applied to the creation of high quality content across video, photography and support internal requirements for signage, posters and infographics
* Strong team player with the ability to build strong relationships

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|  | **Essential** | **Desirable** |
| **Qualifications** |  |  |
|  | * Tertiary qualifications, education, and/or relevant experience in marketing or similar
 | * Understanding of creating accessible designs
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| **Experience** |  |  |
|  | * Strong knowledge of Adobe creative suite (Premiere Pro, After Effects, Photoshop, Indesign and Audition)
* Good understanding of creating effective content for Facebook, Twitter and LinkedIn platforms
* Experienced at adapting content for a range of audiences and communicating with specific brand tone of voice
* Experience in planning, capturing and editing photo and video content for a range of digital channels
 | * Experienced using a Content Management System (CMS) to manage website and intranet site
* Experience using the design tool Canva
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| **Competencies** | * Attention to detail and accuracy
* Ability to ensure all outputs are consistent with brand guidelines and writing style guide
* Ability to work effectively as a member of a team
* A demonstrated ability to manage time
* Good at building internal relationships
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### Reporting Lines

**Position Reports to –** *Director Marketing and Communications*

**Number of Direct reports -** *NIL*

### Key Working Relationships

Internal), Managers, all staff, Volunteers

(External) Partners, Patients, Carers, Donors

*All staff are required to have a satisfactory National Criminal Record Check. Direct patient care/clinical employees are required to have a valid Working With Children Check.*

### Author of Position Description or Manager of Position:

Name Joanne Brodie

Date 10 April 2025

The Eye and Ear reserves the right to modify this position description as required. The employee will be consulted when this occurs. Statements included in this position description are intended to reflect the duties and responsibilities of this position and are not to be interpreted as being all-inclusive.

**Agreement**

I have read, understood and agree to comply with the position description.

Name:  \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Signature:  \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Date: \_\_\_\_ / \_\_\_\_ / \_\_\_\_