POSITION DESCRIPTION  The Alfred
DATE REVISED  April 2021
POSITION  Content Writer
AWARD/AGREEMENT  Victorian Public Health Sector (Health Professionals, Health and Allied Services, Managers and Administrative Officers) Multiple Enterprise Agreement 2011 - 2015
CLASSIFICATION TITLE  HS3
DEPARTMENT/UNIT  The Alfred Foundation
DIVISION  Alfred Health Chief Executive
ACCOUNTABLE TO  Communications & Marketing Manager, The Alfred Foundation

ALFRED HEALTH
Alfred Health is the main provider of health services to people living in the inner southeast suburbs of Melbourne and is also a major provider of specialist services to people across Victoria. The health service operates three outstanding facilities on three campuses, The Alfred, Caulfield Hospital and Sandringham Hospital. Further information about Alfred Health is available at www.alfredhealth.org.au

OUR VALUES
Our staff are expected to demonstrate and uphold our values of:

Integrity, Accountability, Collaboration and Knowledge.

Our values provide the platform for the way we work and the decisions we make. Through this approach, our Vision and Mission are achieved.

DEPARTMENT
THE ALFRED FOUNDATION
The Alfred hospital is a Melbourne icon. For more than 140 years it has been providing leading health care services to the people of Victoria and beyond. The Alfred Foundation (TAF) creates and nurtures philanthropic partnerships between the community and The Alfred, generating funds which will lead to better health care.
POSITION SUMMARY

Working as part of the Alfred Foundation’s Fundraising, Communications & Corporate Relations Team The Content Writer provides specialist copywriting skills and support for all portfolios within The Foundation. Reporting to the Communications & Marketing Manager, the Content Writer will be responsible for sourcing newsworthy content including patient stories and creating and transforming concepts into words across a range of media for Direct Marketing appeals, publications, newsletters, brochures, digital content, grant applications and other marketing collateral. This may include working with colleagues to produce a range of items such as bequest appeal packs and brochures, community program collateral and website content, specific funding proposals, sponsorship proposals, project and funding reports, specialist bespoke publications, information related to healthcare and other written collateral as required.

KEY RESPONSIBILITIES

- Copywrite, review, edit and proofread across a range of media and formats
- Source appropriate patient stories and conduct interviews with patients and clinicians and prepare articles
- In collaboration with the Development Manager prepare funding grants for submission to secure funding from trusts, foundations and private ancillary funds.
- Provide accurate and timely acquittal reports and other communication to grants partners
- Produce original, clear and credible ideas, messages and copy to meet required deadlines
- Liaise with colleagues in the fundraising areas as part of the project team working to produce and implement strong fundraising appeals
- Work with subject matter experts including clinical staff to ensure all material is accurate, appropriate and has the required approvals and sign offs
- As part of the fundraising team input into the evaluation of the effectiveness of the communication material
- Provide writing and proofreading support to fundraising departments at Alfred Health’s other campuses, Sandringham and Caulfield,
- Perform quality control checks including proofreading
- All writing and content must be truthful and comply with Alfred Health values
- Support other fundraising activities across The Alfred Foundation as required

QUALITY, SAFETY, RISK and IMPROVEMENT

- Maintain an understanding of individual responsibility for patient safety, quality and risk and contribute to organisational quality and safety initiatives
- Follow organisational safety, quality & risk policies and guidelines
- Maintain a safe working environment for yourself, your colleagues and members of the public
- Escalate concerns regarding safety, quality & risk to appropriate staff member, if unable to rectify yourself
- Promote and participate in the evaluation and continuous improvement processes
- Comply with the principles of Patient Centred Care
- Comply with Alfred Health mandatory continuing professional development requirements
- Comply with requirement of National Safety & Quality Health Service Standards and other relevant regulatory requirements
- If required to handle donor credit card details will abide with policies in compliance with the Payment Card Industry Data Security Standards (PCD ISS) adhered to by The Alfred Foundation

OTHER REQUIREMENTS FOR ALL ALFRED HEALTH STAFF

- Ensure compliance with relevant Alfred Health clinical and administrative policies and guidelines
- Comply with relevant privacy legislation
- Protect confidential information from unauthorised disclosure and not use, disclose or copy confidential information except for the purpose of and to the extent necessary to perform your employment duties at Alfred Health
- Comply with Alfred Health medication management and medication safety policies and guidelines
- In this position you must comply with the actions set out in the relevant section(s) of the OHS Roles and Responsibilities Guideline

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• Research activities will be undertaken commensurate with the role

KEY CAPABILITIES
• Be mature in outlook, articulate, responsible and people oriented
• Be self-motivated
• Have the ability to work as a team member with both staff and volunteers, maintaining a professional and pleasant manner
• Have an ethical approach to work and a clear understanding of issues relating to privacy and confidentiality
• Be flexible, motivated and willing to learn
• Have respect for Alfred Health’s philosophy, health, community services and care principles

QUALIFICATIONS/EXPERIENCE REQUIRED

Essential
• Outstanding verbal and written communication skills
• Considerable experience in writing varied content across channels
• Experience conducting interviews with a diverse range of people. Experience conducting interviews within a health setting and/or with people where the subject matter is emotional and sensitive would be highly regarded.
• Proven experience building strong working relationships including negotiating with and influencing stakeholders and suppliers
• Competence with digital technologies
• Outstanding attention to detail including a first-rate capacity to proofread and check spelling and grammar
• Strong planning and organising skills including the ability to prioritise, work to tight deadlines and manage several projects concurrently
• Proven ability to produce visually appealing promotional materials

Desirable
• Significant experience in writing copy for direct marketing materials, fundraising campaigns, or communications, including production project management, with proven ability to keep projects to schedule
• Development of direct marketing strategies and programs
• Experience in a fundraising and/or healthcare environment?
• Management of design and copy processes
• Proven ability to develop risk management systems
• Relevant tertiary qualifications

Position Description authorised by: The Director, The Alfred Foundation

Date: 15th April 2021