

## **POSITION DESCRIPTION**

### **Manager, Digital Campaigns**

#### **Position Objective**

To lead and manage HIV education campaigns and health promotion activities so that AFAO achieves its purpose of ‘working together to end HIV transmission and reduce its impacts through leadership, advocacy and community-led action on health, human rights and social justice.’

#### **Reporting Structure**

This position reports directly to the Chief Executive Officer. At commencement, the position will predominantly manage external contractors. As the position evolves and additional funding is secured, the position will also manage AFAO staff responsible for campaigns and health promotion.

#### **Organisational Context**

AFAO leads the national effort to end HIV on behalf of its member organisations. We are currently undergoing a period of major growth and renewal, with a bold vision and strong prospects for continued expansion.

Our members represent the diverse communities most affected by HIV – lesbian, gay, bisexual, transgender and intersex communities, sex workers, people who inject drugs, people with HIV and Aboriginal and Torres Strait Islander communities. Our close connections with our communities provide us with rapid intelligence on changes in Australia’s HIV epidemic, allow us to mobilise and respond quickly and to act as a trusted communication channel to government, research and clinical partners.

AFAO has worked with successive governments for 30 years to achieve a world-class response to HIV of which we can be proud. AFAO works across the Parliament to foster interest, strengthen political support, provide briefings and education about Australia’s response to HIV and to highlight opportunities to better meet our goals. AFAO supports its members by leading the national conversation on HIV, advocating in forums and government processes and providing a public voice on HIV. We work directly with our members in formulating positions and responses as new issues and evidence emerges. We work in partnership with clinicians and researchers to communicate and advocate for our communities’ interests.

Internationally, AFAO contributes to the development of effective HIV policy and programs in the Asia Pacific region, fosters the development of regional and country-level community responses to HIV, and represents Australia’s community response to HIV in global forums.

AFAO's members are the AIDS Councils in each State and Territory, the National Association of People Living with HIV Australia (NAPWHA), the Australian Injecting and Illicit Drug Users League (AIVL), the Anwernekenhe National Aboriginal and Torres Strait Islander HIV/AIDS Alliance (ANA) and Scarlet Alliance, the Australian Sex Workers Association. AFAO's affiliate member organisations – spanning community, research, public health and clinical workforce – share AFAO's values and support the work we do.

## **Health Promotion Context**

Health promotion is a core component of Australia's response to HIV, enabling our communities to make and enact decisions to promote their health and wellbeing. Despite the success of existing HIV prevention, testing and treatment efforts, there continue to be unacceptably high numbers of new infections and populations at risk of not enjoying the benefits of current prevention, testing and treatment science and technology.

As the national peak body, AFAO has a key role in leading the development of health promotion programs that are informed by the needs of priority populations across Australia and targeted and tailored to address specific contexts and to achieve maximum population impact. This work is done in collaboration and consultation with AFAO members and affiliates and other key partners.

AFAO's anticipates that its health promotion programs in the coming few years will expand as new funding is secured.

In the first instance, the Manager, Digital Campaigns, is responsible for oversight of the HIV Pre-Exposure Prophylaxis (PrEP) education campaign funded by the Australian Government.

The purpose of the PrEP Education Campaign is to promote access to HIV Pre-Exposure Prophylaxis among the approximately 35,000 HIV negative gay and bisexual men at medium to high risk of HIV and increase awareness and uptake of PrEP among other populations at high risk of HIV. This program of activity will include:

- 1. A digital health promotion campaign to educate eligible individuals about PrEP.** This intensive education campaign will focus on gay men at high to medium risk of HIV and will consist of a digital campaign including a website, social media and digital advertising. This work will predominantly be undertaken by a digital marketing agency overseen by the Manager, Digital Campaigns.
- 2. Targeted digital health promotion to reach 'hidden populations' including** gay and bisexual men at higher risk of HIV who are not yet accessing PrEP, non-gay identifying men who have sex with men, Aboriginal and Torres Strait Islander people, culturally and linguistically diverse communities, transgender men and women, and other 'hidden populations'. The activities include:

- Consultation and market research with populations and individuals not currently engaged with PrEP to determine effective approaches to promoting uptake and with community organisations working with those communities.
- Review of existing research to inform focus groups and surveys.
- Targeted implementation activities to reach each segment of the hidden populations.

### **Principal Duties**

- Plan and develop tailored health promotion, education resources and campaigns based on up-to-date epidemiology and behavioural data and international best practice that can be implemented nationally and adapted and used locally.
- Develop a Workplan and Budget for the HIV Pre-Exposure Prophylaxis Campaign.
- Contract third parties to provide expert support in market research, concept development, design, web development, digital purchasing, digital marketing and execution in line with the approved Workplan and Budget.
- Tailor, monitor and modify campaign execution based on continuous monitoring of digital metrics and other evaluative data sources.
- Remain abreast of digital marketing practices to ensure AFAO campaigns are current and relevant to their target audiences.
- Prepare detailed Annual Reports to the Australian Government on funded activity and expenditure.
- Consult with AFAO's member organisations, affiliates and other key partners to support the development and implementation of health promotion programs and campaigns, including the HIV Pre-Exposure Prophylaxis Campaign.
- Remain abreast of developments in HIV health promotion nationally and internationally to ensure AFAO is at the cutting edge of current knowledge and practice.
- Manage, develop and inspire staff reporting to the position to achieve required levels of skill and performance, and undertake employee performance reviews and performance management.
- Provide support to the Chief Executive Officer as a member of AFAO's leadership team and perform other appropriate duties and responsibilities as assigned by the Chief Executive Officer.
- Promote AFAO's knowledge, skills, experience and successes.
- Adopt continuous learning and improvement processes in all aspects of the position.
- Understand, implement, participate and promote AFAO's business processes, policies and procedures, and WHS objectives, processes and procedures.

### **Challenges and Problem Solving**

Challenges faced by the position that the position-holder will be expected to be able manage include:

- Delivering health promotion programs and campaigns that are innovative, high-quality, multi-faceted and relevant to AFAO's diverse priority populations.

- Ensuring that programs and campaigns are informed by local need and can be further localised for implementation.
- Managing third-party providers to provide timely, high-quality work that is value for money.
- Ensuring effective communication and consultation with AFAO's members, affiliates and stakeholders regarding health promotion and campaigns.
- Maintaining positive relationships with stakeholders while advocating for issues of importance to AFAO's members and communities.
- Working with the Chief Executive Officer to identify future priorities for health promotion and to secure funding to support those initiatives.
- Making excellent judgements about priorities and managing those priorities so that deadlines are met.
- Effectively responding to potentially sensitive issues and knowing when to escalate matters to the Chief Executive Officer.
- Building and maintaining positive relationships with AFAO's members and stakeholders.
- Representing AFAO publicly and in sector forums.

### **Decision Making**

The role of the Manager, Digital Campaigns is critical to AFAO's success.

The Manager, Digital Campaigns exercises considerable day to day discretionary and decision-making responsibility within the framework set by an annual Workplan that will be developed by the Manager, Health Promotion and approved by the Chief Executive Officer. That Workplan will be substantially shaped by AFAO's funding contracts and Strategic Plan.

The Manager, Digital Campaigns is required to make operational decisions regarding the development and implementation of the Workplan and will discuss wider strategic directions and issues of potential sensitivity with the Chief Executive Officer.

In exercising their responsibilities and making decisions, the Manager, Digital Campaigns is bound by AFAO's Code of Conduct and policies and procedures.

### **Performance Review**

The Manager, Digital Campaigns will participate in an annual work planning and performance appraisal process for this role with the Chief Executive Officer.

Key Performance Indicators for the role will include:

- Development and implementation of the Workplan to deliver on the requirements of funding contracts.
- Implementation of relevant aspects of AFAO Strategic, business and other plans.
- Achievement of performance metrics as per funding contracts.
- Completion of duties in an efficient and effective manner.

- Important deadlines are met.
- Budgets are carefully managed.

### **Position Dimensions**

#### *Staffing*

Nil at this time.

### **Skills and Experience**

- Outstanding knowledge of customer-centric campaign planning and development, particularly awareness, education and behaviour change campaigns. (Knowledge of health promotion is welcome but not mandatory).
- Extensive knowledge of online communications (websites, online advertising, digital marketing, search engine marketing, search engine optimisation, social media etc).
- Demonstrated understanding and experience in the implementation of key evaluation methodologies pertinent to awareness, education and behaviour change campaigns.
- Demonstrated ability to contract and collaborate with market research, advertising, digital and other professional agencies.
- Strong leadership, management and collaboration capability with a proven track record of inspiring others and exercising influence to achieve organisational goals.
- Demonstrated ability to understand and provide high-level advice and analysis regarding social/behavioural research.
- Knowledge of or personal/professional affinity and values with the target audience of the education campaign (gay men). (Knowledge of HIV and STI issues welcome but not mandatory).
- Tertiary qualifications or equivalent experience in advertising, digital marketing, communications, health promotion, health education, community education, public health, social sciences, or a similar field.