

Position Title: Digital Media Administrator

Campus: Ballarat (Office Based)

Directorate: People and Culture

Department: Community Engagement

Reporting to: Director Engagement

Direct Reports: Nil

Appointment Terms/Conditions:

Classification and Code: Admin Grad 1 (HS1)

Enterprise Agreement: Victorian Public Health Sector (Health Professionals, Health & Allied Services & Administrative Officers) Enterprise Agreement

ORGANISATIONAL INFORMATION

Grampians Health was established on 1 November 2021, bringing together Edenhope and District Memorial Hospital, Stawell Regional Health, Wimmera Health Care Group and Ballarat Health Services as one united health service. More information can be found at www.grampianshealth.org.au

Our purpose is to provide high quality and accessible health care services in each of the communities we serve. We currently service the healthcare needs of more than 250,000 Victorians and we employ more than 6,300 people across 21 campuses and sites with an annual operating revenue of over \$700m.

Collaboration	Compassion	Accountability	Respect	Innovation
<i>We are stronger together.</i>	<i>We show that we care.</i>	<i>We do what we say and say what we do.</i>	<i>We appreciate and value all people.</i>	<i>We adapt and innovate to achieve best outcomes.</i>
Recognising and utilising strengths to share knowledge, solve problems, build relationships and deliver the best outcomes possible.	All people deserve to be treated with compassion, kindness and empathy.	Openness, honesty and transparency support us to be courageous, take responsibility for our actions and follow through on our commitments	Our actions and words reflect our commitment to a safe and fair health service for all.	Every day, we apply expertise and integrity to make responsible choices, always striving for continuous improvement.

POSITION PURPOSE

The Digital Media Administrator plays a key role in bringing the Grampians Health brand to life through engaging, creative, and high-quality digital content, for publication both internally with our staff and externally with consumers and community.

This role is responsible for producing engaging and visually compelling short-form content—including graphics, photography and video—to support marketing campaigns and drive audience engagement across Facebook, Instagram, LinkedIn, Viva Engage, digital screens and community newsletters.

The position is ideally suited to a marketing or communications graduate with a passion for storytelling, creativity, and digital content creation.

KEY ACCOUNTABILITIES

Content creation and storytelling

- Capture high-quality photographs and videos across hospital and community settings
- Produce engaging short-form video content including Reels and Stories
- Identify and develop creative, innovative content ideas aligned to organisational priorities
- Write clear, engaging captions tailored to different audiences

Social media assistance

- Maintain a strong presence on Facebook and Instagram, including use of current features and trends
- Monitor platform engagement, escalating issues where required
- Contribute to campaign planning and content calendars

Brand and engagement

- Actively look for opportunities to tell positive and meaningful stories
- Ensure all content aligns with Grampians Health brand, tone, and guidelines
- Support campaigns that promote services, staff, events, and community initiatives
- Work collaboratively with staff across campuses to source content

General responsibilities

- Attend events and activities to capture content
- Maintain organised storage of media assets (e.g. images and video)
- Work as part of the broader team to assist with publishing content to digital platforms
- Contribute to continuous improvement of digital media practices
- Undertake administrative and other duties as required
- Some out of hours work may be required from time to time.
- Some travel to other campuses will be required from time to time.

Grampians Health compliance requirements

- Comply with all Grampians Health Policies and Procedures.

- Adhere to infection control policies and procedures as identified in the Grampians Health Infection Control Manuals.
- Participate in the Grampians Health integrated risk management and quality improvement systems by being aware of responsibilities to identify, minimise and manage risks and identifying opportunities for continuous improvement in your workplace through communication and consultation with managers and colleague
- Ensure confidentiality in relation to affairs of Grampians Health, its patients, clients and staff, except where required for clinical reasons or by law. Confidentiality extends to the commercial and financial interests and activities of Grampians Health.
- Recognise and respect diversity. Each person has a right to high-quality health care and opportunities regardless of diversity factors which might include aspects such as cultural, ethnic, linguistic, religious background, gender, sexual orientation, age, and socioeconomic status. Inclusiveness improves our service to our community and promotes engagement amongst Grampians Health employees.
- Demonstrate the core values of patient centred care in every interaction with patients, carers and colleagues. Grampians Health is committed to a patient/client centred approach in the provision of health care and services, consistent with the Grampians Health values, mission and vision.

KEY SELECTION CRITERIA

Qualifications and experience

- Tertiary qualification (or working towards) in marketing, communications, media, or related field is highly desirable
- Demonstrated experience creating content for social media platforms
- Experience capturing high-quality, well curated photos and videos which require minimal editing, using smartphone or camera

Technical/Professional Skills

- Strong understanding of Facebook and Instagram including Reels and Stories
- Ability to create visually engaging and innovative content
- Basic editing skills (e.g.Canva, Picsart, Edits or similar tools)
- Ability to tailor messages for different audiences
- Demonstrated high level computer and smartphone literacy and willingness to continuously learn new platforms and tools
- Accurate data entry skills with a strong attention to detail.

Personal attributes

- Initiating Action:
 - Highly motivated to continuously grow and improve
 - Confident and energetic approach to daily tasks
 - Creative thinker with a passion for storytelling
- Work Standards:
 - Strong initiative and ability to work both independently and within a team
 - Excellent organisational skills and attention to detail

- Collaboration and adaptability:
 - Ability to build relationships and work collaboratively across teams
 - Willingness to adjust to changes in work structures, processes and ways of working.

General

- Some out of hours work may be required from time to time.
- Some travel to other campuses will be required from time to time (transport available).
- Comply with all Grampians Health Policies and Procedures.
- Adhere to infection control policies and procedures as identified in the Grampians Health Infection Control Manuals.
- Participate in the Grampians Health integrated risk management and quality improvement systems by being aware of responsibilities to identify, minimise and manage risks and identifying opportunities for continuous improvement in your workplace through communication and consultation with managers and colleague
- Always maintain confidentiality and professionalism, ensuring confidentiality in relation to affairs of Grampians Health, its patients, clients and staff, except where required for clinical reasons or by law. Confidentiality extends to the commercial and financial interests and activities of Grampians Health.
- Recognise and respect diversity. Each person has a right to high-quality health care and opportunities regardless of diversity factors which might include aspects such as cultural, ethnic, linguistic, religious background, gender, sexual orientation, age, and socioeconomic status. Inclusiveness improves our service to our community and promotes engagement amongst Grampians Health employees.
- Demonstrate the core values of patient centred care in every interaction with patients, carers and colleagues. Grampians Health is committed to a patient/client centred approach in the provision of health care and services, consistent with the Grampians Health values, mission and vision.

OTHER RELEVANT INFORMATION

- At Grampians Health we recognise and respect diversity. Each person has a right to high-quality health care and opportunities regardless of diversity factors which might include aspects such as cultural, ethnic, linguistic, religious background, gender, sexual orientation, age, and socioeconomic status. Inclusiveness improves our service to our community and promotes engagement amongst Grampians Health employees.
- All Grampians Health employees are required to take reasonable care of their own health and safety in the workplace as well as take reasonable care for the health and safety of others who may be affected their acts or omissions. Persons with delegated management functions have an additional duty to provide and maintain a working environment that is safe and free of risks to health, so far as is reasonably practicable in areas where they have management or control. All employees have a duty to report issues they cannot rectify, follow all existing Grampians Health policies and protocols relating to health, safety, wellbeing and injury management and cooperate with any action taken by Grampians Health to comply with the OHS Act or Regulations.
- Statements included in this Position Description are intended to reflect in general the duties and responsibilities of this position and are not to be interpreted as being all inclusive.
- Management may alter this Position Description if and when the need arises. Any such changes will be made in consultation with the affected employee(s).
- An annual performance review will occur with your Manager. Your performance review is intended to be a positive discussion, outlining the key roles and responsibilities outlined in this Position Description. The performance review discussion provides an opportunity to clarify your role, revise key performance activities and identify any objectives or goals for the year ahead.