

Position Description

POSITION TITLE:	External Communications Coordinator
REPORTS TO:	Communications Manager
EMPLOYMENT TYPE/STATUS:	FULL TIME EMPLOYMENT
STATUS:	ONGOING
CLASSIFICATION:	Level 5
DATE REVIEWED:	January 2026

Team overview

The Communications and Client Engagement Team is based in Carlton at the BreastScreen Coordination Unit. Its main function is to engage eligible women to actively participate in the BreastScreen program. This includes trans and gender-diverse people who fit the eligibility criteria. The team does this by managing client invitations, bookings, communications and community engagement with the following objectives:

- Book clients into breast screen appointments
- Increase the number of eligible Victorians participating in the program
- Achieve equitable participation for priority groups
- Strengthen understanding of population breast screening among healthcare and industry professionals
- Build awareness of the BreastScreen program in the community
- Facilitate a united One BreastScreen Team that connects purposefully, collaboratively and cohesively

The team is made up of three areas: Consumer and Community Engagement, Client Contact and Communications.

Key responsibilities of the Communications and Client Engagement team include:

- Direct communication with clients through the Client Contact Centre, letters, SMS, emails, social media and website
- Plan and implement multi-channel external communications campaigns
- Develop and distribute targeted resources about the BreastScreen Victoria program
- BreastScreen Victoria brand custodians
- Manage the BreastScreen Victoria Consumer Network, ensuring adherence to the Consumer Engagement Framework
- Identify key barriers to accessing the program for diverse groups and develop, implement and evaluate comprehensive strategies to address these barriers resulting in increased participation in the program
- Undertake client recruitment activities to support appointment fill
- Strengthen key strategic partnerships with community and sector organisations
- Develop and distribute internal communications, including corporate publications
- Manage the mailroom
- Coordinate a range of client and services enquiries

Role objective

The purpose of this position is to support the organisation's key priorities through the development, implementation and review of effective and creative client-centered communication strategies that increase participation rates and access into the program from eligible Victorian women.

The role provides trusted strategic communications advice on key organisational priority programs of work. In addition, the role also includes people management responsibilities, with the Communications Assistant position reporting to it.

Key responsibilities – including but not limited to:

	Key Responsibility	Key outcomes (n/a until appointed)
1.	<p>Campaigns:</p> <ul style="list-style-type: none"> • Work with the Communications Manager to develop, deliver and evaluate communications campaigns to support BreastScreen Victoria’s strategic plan. • Identify and develop a yearly proactive media opportunity program and maintain media relationships. • Budget management. 	
2.	<p>Website:</p> <ul style="list-style-type: none"> • Ensure the website’s content including links are accurate and up-to-date. • Debug issues that arise with the performance of the website, including troubleshooting. • Collect and review web data, monitor analytics, and make recommendations for improved performance and enhancements to improve client experience and accessibility. • Manage the relationship with the CMS service provider. • Budget management. 	
3.	<p>Events:</p> <ul style="list-style-type: none"> • Coordinate, implement and evaluate BreastScreen Victoria’s flagship client facing event at the Melbourne International Flower and Garden Show. • Develop a post-event report with clear learnings and recommendations. • Budget management. 	

4.	<p>Projects:</p> <p>New and relocating clinics</p> <ul style="list-style-type: none"> • Develop, implement and review communications plans for the opening of new and relocating clinics. • Coordinate events to launch new clinics, working with services, local MPs and consumers, as required. <p>Women’s Health Mobile Clinic</p> <ul style="list-style-type: none"> • Develop collateral to increase community awareness and bookings to the service. <p>Appointment fill</p> <ul style="list-style-type: none"> • Maintain a high-level awareness of service capacity (appointment availability) and client participation. • Develop, implement and evaluate strategies 	
5.	<p>Resources</p> <ul style="list-style-type: none"> • Update and create new client resources and distribute them as required. • Prioritise digitisation of processes to increase efficiencies. • Lead the Communications Assistant role to ensure effective resource and merchandise production and distribution and monitor quantities for client and community engagement requirements. • Budget management. 	
6.	<p>People management</p> <ul style="list-style-type: none"> • Provide supervision including setting goals and monitoring performance. • Support skill development and capabilities. 	
7.	Other ad hoc duties as directed by the Communications Manager	

Level of supervision and independence

As a level 5 employee as per the BSV Enterprise Agreement, it is expected that the incumbent can resolve problems that require a degree of original and independent thinking and may be required to handle difficult work situations with the necessary skills to produce effective outcomes for BSV. A good understanding of coordination and management skills is required as the employee is required to undertake responsibility for one or more specific projects, monitor resources and balance competing priorities to achieve results.

The position is required to provide policy and strategic input to BSV and the wider community and represent BSV through liaising and fostering a network of stakeholders to share expertise. The employee must be able to work collaboratively with colleagues at all levels of the organisation, and where appropriate motivate and influence others. Well-developed interpersonal and negotiating skills, excellent communication abilities and a high degree of personal accountability and proactiveness are essential for the role.

Key Behaviours and Values

At BreastScreen Victoria, our values are more than words on a page; they reflect who we are and how we work. Our values inform our everyday decisions. They guide how we interact, solve problems, support clients, and contribute to a strong, unified team.

From the way we support each other to how we welcome and care for our clients, our values of Caring, Respect, Collaboration, Inclusion, and Excellence form the foundation of our workplace culture.

BreastScreen Victoria provides positive guidelines around key behaviours and values to ensure the work of all employees is effective, respectful and contributes to the positive culture of our organisation. Adherence to the BSV Performance Behaviours Dictionary, Code of Conduct and other relevant organisational policies and procedures is an ongoing requirement of the role.

Key Selection Criteria

Academic Qualifications	
ESSENTIAL	DESIRABLE
Degree qualified in Communications, Marketing, or other relevant discipline.	

Technical Abilities & Skills	
ESSENTIAL	DESIRABLE
Proven experience in developing, implementing and evaluating creative and effective integrated Communications and Engagement plans that deliver on key business objectives	Project management skills including software tools.
Excellent verbal and written communication skills including the ability to present information simply and clearly	Demonstrated experience in a similar communications role and a genuine interest in the public health sector and women's health promotion.
Advanced computer skills and competence in learning and using new software programs	Experience working with diverse communities.
Excellent project management skills, and ability to manage several projects simultaneously and deliver on time and on budget	People management experience.

Personal Abilities & Behaviours	
ESSENTIAL	DESIRABLE
Creative thinker with strong analytical and problem-solving capabilities	
Demonstrated ability to influence internal and external stakeholders to achieve successful work outcomes	
Ability to work independently and collaboratively within a team to achieve performance targets and deadlines	

Excellent organisational and time management skills, including the ability to work across a range of tasks with competing priorities	
A proactive and positive attitude	

Relationships

INTERNAL	EXTERNAL
Communications and Engagement team	Service providers, including graphic designer and brand agency.
BCU staff and Executive	
Clinic and Reading and Assessment Service staff	
Program Managers	

Diversity & Inclusion

We are committed to promoting diversity, inclusivity and accessibility within our workplace, and encourage people from diverse communities and backgrounds to apply for roles at BreastScreen Victoria. This includes (but is not limited to): people from multicultural backgrounds; LGBTIQ+ communities; Aboriginal and Torres Strait Islander peoples; and people with disability.

BreastScreen Victoria have a number of policies, procedures and systems that promote inclusive behaviours throughout our workforce. They are all key indicators for successful performance in this role.

About BreastScreen Victoria

BreastScreen Victoria operates a population-based breast cancer screening program that aims to reduce the impact of breast cancer and save lives through early detection. We provide free breast screens (mammograms) to women and the trans and gender diverse community aged 40 and over without breast symptoms, targeting those aged 50 to 74 years who are proven to benefit the most from population-based screening.

We are contracted by the Victorian Department of Health to deliver breast screening in Victoria as part of the national BreastScreen Australia Program.

BreastScreen Victoria operates across a network of permanent and mobile screening clinics and

assessment services to provide high-quality and inclusive care for the Victorian community.

Our program is client-focused, embedding client input and feedback at every stage.

Our services are quality assured and accredited under the BreastScreen Australia National Accreditation program, and our performance is measured against the National Accreditation Standards.

Our program



The BreastScreen Victoria program is for women, including eligible trans and gender diverse people.



The program is for women with no breast symptoms.

50-74

BreastScreen Victoria invites women aged 50-74 to get a breast screen (mammogram), based on evidence that screening is most effective in this age group. The program is also open to women over 40.



A breast screen is recommended every two years.



Clients may be called back for further tests. This does not mean breast cancer is present; however, more tests may be necessary.

How we deliver our program



The BreastScreen Victoria program is free.



A breast screen takes just 10 minutes.



No Medicare or doctor's referral is needed.



All breast screens are conducted by experienced woman radiographers.



Breast screening and assessment services are available across Victoria. Two mobile screening services provide screens in rural and regional communities.

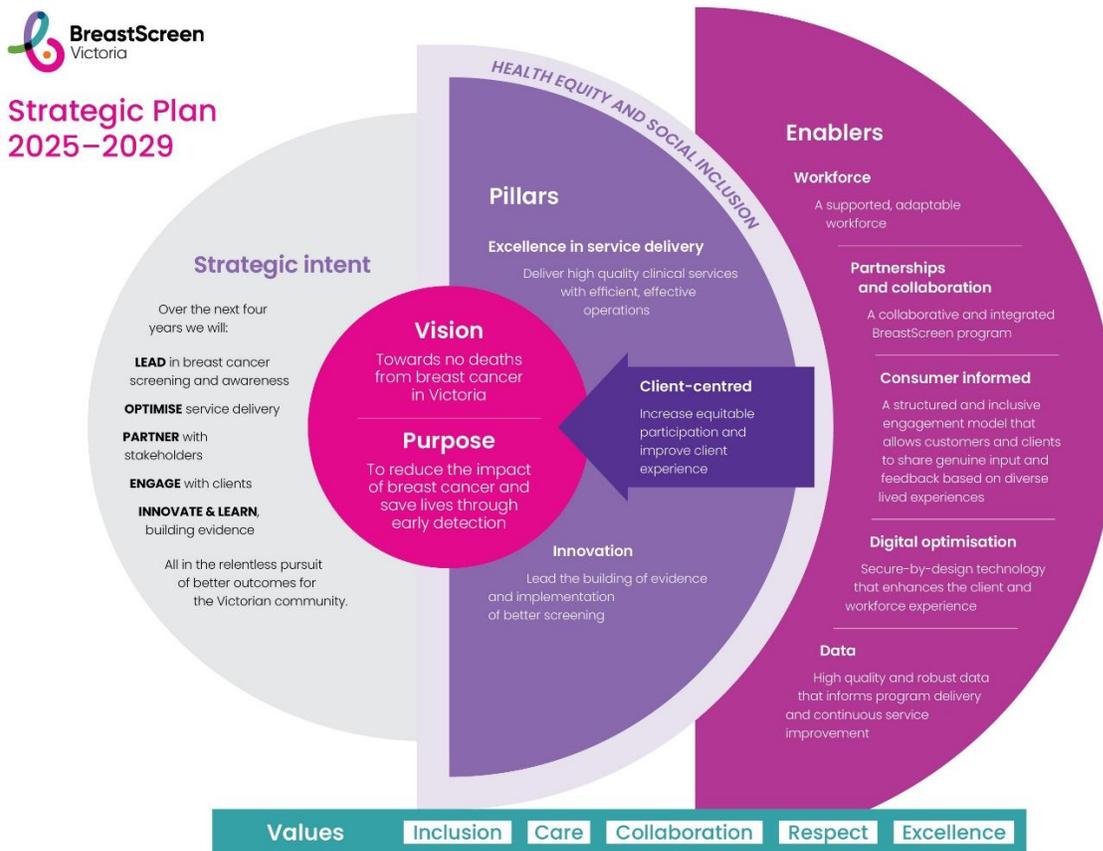
Strategic Plan 2025–2029

Our Strategic Plan for 2025–2029 sets a bold vision and purpose, guiding our organisation toward a future of no deaths from breast cancer in Victoria.

This Plan is closely aligned with the [Victorian Cancer Plan](#) and the [Australian Cancer Plan](#), both of which emphasise inclusive participation in breast cancer screening and enhancing outcomes across priority populations.

Our people are at the heart of everything we do. This Plan highlights the focus and investment needed to build a supported, adaptable workforce, with strong program and clinical leadership and new capabilities, both now and into the future.

Developed through extensive consultation with consumers, service providers, staff, partner organisations, and government stakeholders, this Plan reflects a shared commitment to delivering equitable, high-quality breast screening services for all.



Understanding and acceptance of Position Description

Employee Signature: _____

Date: _____

Employee Name: _____

Manager Signature: _____ Date: _____

Manager Name: _____