

POSITION DESCRIPTION

Position title:	Communications Officer
Department:	Strategy and Engagement
Reports to:	Senior Manager Communications and Public Relations
Direct reports:	Nil
Hours per week:	38
Duration	Two years

Western Victoria Primary Health Network

Western Victoria Primary Health Network (WVPHN) is responsible for increasing the efficiency, effectiveness and coordination of health services for patients, particularly those at risk of poor health outcomes. Together with our partners and communities, WVPHN is committed to strengthening the primary healthcare system across western Victoria. We drive local engagement and ensure strong rural and regional connections.

Vision

Quality and accessible primary health care for Western Victoria

Values

Respect: listen, value and respond

Connect: engage, collaborate and empower

Lead: question, innovate and pioneer

Position purpose

Critical to the success of the WVPHN is supporting the strategies of the organisation with quality internal and external communications. The communications team works regularly with other individuals and teams across the organisation and is a responsive, internal supplier.

Key accountabilities

Communications

Contribute to the delivery of an effective communications program by:

- Planning, delivery and evaluation of various communication activities and events including writing communications plans.
- Developing easy-to-read, accurate, timely and relevant written material for many different purposes including: campaigns, publications and online content.
- Assisting in the delivery of the media relations program, including responding to enquiries, preparing media releases and as appropriate developing connected multi-media campaigns.
- Supporting teams across the organisation to develop and implement internal and external communication programs.
- Coordinating and providing strategies for social media engagement
- Ensuring branding and style guidelines are consistently followed.

Publications

Ensure internal and external communications are clear balanced, objective, accurate and consistent to assist stakeholders to understand the work we do

Edit contributions and write content for a fortnightly e newsletter

Develop and write for a range of publications including assisting with the production of annual report content

Intranet

Ensure our intranet is a highly valued internal communication tool by:

- Uploading interesting and relevant day-to-day content.
- Engaging staff on an ongoing basis to achieve our intranet objectives.
- Responding to intranet enquiries, requests and training needs.

Website

Ensure our website is a 'go to' place for stakeholders by:

- A good working knowledge of open-source CMS platforms such as Joomla and Wordpress
- Develop and upload easy-to-read, accurate, timely and relevant content.
- Work with internal stakeholders to ensure content aligns to website objectives.

Social media

Ensure our social business presence is relevant, adds value and is appropriate by:

- Contributing to growing our online community.
- Posting relevant content following internal approval protocols.
- Assisting with our on-line monitoring program, including trend identification.

Media

Ensure our media coverage positions the organisation as a responsive industry leader and follows internal approvals;

- Proactively source media stories.
- Respond to media enquiries.
- Research and write media releases.
- Develop positive and productive media relationships.

Events

Ensure our corporate events are a success by:

- Working closely with internal event teams to ensure expectations are understood and met.
- Developing appropriate event communications collateral as required.
- Communications planning for events to ensure high visibility and media attention if required.

Other communications

Contribute to the overall effectiveness of the communications team by:

- Assisting in incident communications from a media and public information perspective.
- Supporting other functions and activities of the team and organisation.
- Maintaining day-to-day working files, materials, and records of activities.
- Working with suppliers relevant to key deliverables of the role.

Key capabilities

- Customer focused – has customer and their needs as a primary focus for actions and decisions. Works to develop and sustain productive and mutually beneficial long-term customer relationships.
- Teamwork/ building relationships - develop and utilise collaborative relationships to accomplish work goals.
- Commitment to performance - indicate through actions and decisions, a sense of importance to get the job done. Focus on the most important things, overcome obstacles and seek long-term solution.
- Influencing skills - use appropriate interpersonal styles and communication methods to seek information, establish strategies, build rapport, demonstrate capability and gain commitment.
- Organisational awareness – utilise sound knowledge of systems, situations and cultures inside and outside the organisation to identify potential problems and opportunities. Understand the impact and implications of decisions on other areas of the organisation.
- Leading, mentoring and coaching – effective planning and organising skills. Inspire and guide individuals towards achieving goals. Provide timely guidance and feedback to help strengthen specific knowledge/skill areas to accomplish their objectives, including the assessment of skills and training needs.
- Judgement and decision making – complex problem solving to design long-term solutions. Will require consultation with wide range of stakeholders and partners, presenting progress reports to the Senior Manager, Communications & PR.

- Interpersonal skills – well developed skills, including written and oral communication that facilitates working with customers, stakeholders and teams, with the ability to create a shared understanding and commitment.
- Computing and analytical skills – high level of competence in working with computers and using them as a tool to assist with decision making.
- Self-motivated – set objectives and tasks, develop a clear direction and have the ability to manage own work schedule to meet agreed deadlines.
- Attention to detail – consistency, accuracy and reliability are critical, and so is being exceptionally well organised, great at multi-skilling, adept at prioritising and time management.

General

- Understand and comply with the Code of Conduct for employees and other related policies and procedures
- Demonstrate commitment to organisational values at all times
- Ensure that primary health care is promoted in a positive manner
- Adhere to and maintain confidentiality in accordance with the Confidentiality Statement

WHS responsibilities

The Board of Directors and Executive Team recognise the moral and legal responsibilities in providing a working environment for its employees, volunteers, contractors, visitors, stakeholders and the general public, that is safe and healthy.

Western Victoria PHN promotes a safety culture throughout the organisation that ensures that every employee actively participates in the health and wellbeing of themselves and their co-workers. All employees are expected to embrace this culture in line with the values of the organisation. All staff are expected to be aware of and participate in their duty of care in the workplace as outlined in induction and organisational policies.

Physical requirements and environmental conditions of the role

The following table identifies the physical and psychological work environment characteristics that are inherent requirements of the role. Where possible, Western Victoria PHN will make reasonable adjustments to enable individuals with disabilities to perform the essential functions of their roles.

Required activities/working environment	Frequency
Computer based tasks, sedentary position, office based	Frequently
Repetitive manual tasks	Rarely
Driving, in & out of vehicles	Occasionally
Walking, climbing stairs, bending	Occasionally
Working alone or at a co-located site	Frequently
Confrontational/confronting situations (Due to the nature of our work there may be times when staff are exposed to behaviour, language and/or situations that can be confronting)	Rarely
Working outside in differing weather conditions	Nil
Attending external locations	Occasionally

A signed pre-existing condition declaration form is required to be completed prior to commencement.

Key Selection Criteria

QUALIFICATIONS/EXPERIENCE/SPECIALIST KNOWLEDGE

Essential:

- A degree qualification in marketing/communications/public relations or demonstrated extensive relevant knowledge and experience (a minimum two to three years in the public relations/communications sector) is highly desirable.
- Demonstrated ability to perform a wide variety of tasks relevant to the delivery of an effective communications program.
- Highly developed skills in written and oral communication in order to ensure effective internal and external communication.
- Demonstrated analytical skills, communication skills (editing and copy writing) and problem-solving skills.
- Exceptional computer skills including Microsoft Office Suite & 365 and evidence of experience working proficiently in an open-source CMS for an intranet/website and/or online content.

Desirable:

- Possess a detailed appreciation of the principles of public relations/communications, budget and project management skills.
- Demonstrated ability to collaborate and work as part of a team and also the ability to work independently.

Employment Requirement:

- Be prepared to undergo a National Police Check, prior to appointment
- A current Victorian driver's licence

Position enquiries

For further information regarding this position, please contact:

Helen Kostiuk

Senior Manager, Communications & Public Relations on 0413 754 606

This position description is subject to change in line with contractual requirements, the development of the organisation's strategic plan and operational needs.