

POSITION DESCRIPTION

Position title:	Communications Officer
Department:	Strategy and Engagement
Reports to:	Senior Manager Marketing and Communications
Direct reports:	Nil
Classification:	3.1
Hours per week:	As per Contract of Employment
Duration	As per Contract of Employment

Western Victoria Primary Health Network

Western Victoria Primary Health Network (PHN) is responsible for increasing the efficiency, effectiveness and coordination of health services for patients, particularly those at risk of poor health outcomes.

Working together with community and health industry partners, Western Victoria PHN is committed to strengthening the primary healthcare system, based on local needs. Our four regional centres in Ballarat, Geelong, Horsham and Warrnambool, drive local engagement and ensure strong rural and regional connections, through the development of local community and clinical councils.

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

Benefits of working with Western Victoria PHN

We pride ourselves on being a supportive and flexible working place that offers a great range of benefits:

- Generous salary packaging options up to \$15,900 + \$2,650 meals and entertainment
- Professional development allowance (\$1,200 per year per FTE) and leave
- Family friendly and flexible working arrangements
- Collaboration with passionate, likeminded professionals
- Option to purchase additional leave
- Additional leave between the Christmas and New Year period
- Up to 12 weeks paid parental leave
- Employee Assistance Program

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.

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 internal and external fortnightly e newsletters
- 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.

Website

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

- A good working knowledge of open-source CMS platforms such as Sharepoint and Wordpress
- Develop and upload easy-to-read, accurate, timely and relevant content.

Social media

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

- Contributing to growing our online community.
- 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.
- Research and write media releases.

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.

Other communications

Contribute to the overall effectiveness of the communications team.

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 organisations Confidentiality Agreement

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 journalism/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.
- Evidence of developing and delivering successful communication plans and activities.
- 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 the ability to work independently.

Employment Requirements:

- Be prepared to undergo a National Police Check, prior to appointment
- A current Victorian driver's licence
- Evidence of current COVID-19 vaccinations

Position enquiries

For further information regarding this position, please contact:

Helen Kostiuk
Senior Manager, Marketing and Communications 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.