

Position Description

Position	Social Media Strategist
Location	Heatherston
Directorate	Strategic Relations
Reports to	Communications Manager
Employment Status	0.8FTE, 12 months maximum term
PD Authorised By	General Manager Strategic Relations

About South Eastern Melbourne PHN (SEMPHN)

SEMPHN is a leader, facilitator and influencer towards the shared goal of better primary health care.

We are one of six Primary Health Networks (PHNs) in Victoria, and 31 PHNs across Australia, with around 1.5million residents in our catchment.

Reporting to an independent Board, we are funded primarily by the Australian Government to help people in south east Melbourne get the health care they need, when and where they need it.

We do this by:

- commissioning out-of-hospital services, locally.
- partnering to make quality care more accessible and integrated, and easier to navigate – especially for people who need it most.
- helping primary health care professionals to deliver the best care possible – now, and into the future.
- influencing Government policy on primary health care reform.

Evidence-based practice is the foundation of our work, and we are constantly asking, ‘together, how can we do this even better?’

The Australian Government has seven priority areas for improvement and innovation for primary health: Mental health; Alcohol and Other Drugs (AOD); Aboriginal and Torres Strait Islander Health; Aged care; Population health; Health workforce development and Digital health.

In this context, we challenge the status quo and often design things differently, with a very clear goal to measurably improve health. This is the ultimate indicator of our success.

Our Values

SEMPHNs values are at the heart of our work and shape what we do and how we do it.

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Our values are Collaboration; Community; Accountability; Respect; Excellence; and Solution focused.

In facing the many opportunities and challenges in our work, our people are exceptional at adapting to evolving needs.

About Strategic Relations

The Strategic Relations team provides communications, event management and stakeholder engagement support and advice across the organisation. It offers a range of services to the organisation and in support of the CEO.

Job Summary

Reporting to the Communications Manager, the Social Media Strategist is charged with the implementation of SEMPHN's integrated Thought Leadership and Influencing Strategy, in addition to supporting other social media activities. This also includes the development of systems and processes which support the intent of this strategy, any training, advice and counsel to management, measuring and reporting on outcomes and any improvements to the overall strategy.

Key Responsibilities

Communications

- Develop and implement strategic content plans which support SEMPHN's strategic plan, including its Thought Leadership and Influencing Strategy
- Develop key messages and content for the organisation and for specific programs and projects
- Actively seek success stories across the organisation, in line with key programs and content
- Contribute to the rolling content plan – focusing on social media - in consultation with the Executive General Manager, Strategic Relations, Communications Manager and Senior Communications Officer
- Continually evaluate and report on the success of Thought Leadership and Influencing Strategy and social media channels and recommend and implement improvements
- Analyse and report on key SEMPHN stakeholder audiences, across distinct social media channels
- Develop content across a range of channels including media, social media, website, newsletters, presentations, EDMs, ad hoc publications and video
- Support the development of issues management, and risk management and business continuity planning activities related to the Thought Leadership and Influencing Strategy
- Coordinate and support CEO engagement with Thought Leadership and Influencing Strategy
- Maintain positive relationships with Communications team colleagues and help maximise content use across all appropriate channels

Services and Systems

- Create and implement systems and measures for evaluating the effectiveness of communication activities
- Establish robust processes for activities affecting the role and document these within the quality system
- Manage external contractors as required
- Maintain knowledge and currency of CRM software, website CMS, Campaign Monitor, Cvent (events software) and basic graphic design systems

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Team Membership

- Promote, and maintain a positive and collaborative work environment
- Identify opportunities to integrate and work collaboratively across other programs
- Maintain effective relationships with internal and external stakeholders
- Undertake other duties as directed by the Communications Manager or Executive General Manager, Strategic Relations.

Quality

- Actively participate in, and contribute to a continuous culture of workplace quality improvement activities
- Maintain quality documentation related to the role
- Comply with all relevant legislation, regulations and professional standards.

Workplace Health and Safety

- Take reasonable care for own health and safety.
- Take reasonable care for the health and safety of others including the implementation of risk control measures within their control to prevent injuries or illnesses
- Comply with all reasonable instruction of their manager/ supervisor to safeguard their health and safety
- Cooperate with any reasonable SEMPHN's policies and/or procedures including the reporting of OH&S hazards or incidents.

Key Relationships

Internal

- Strategic Relations team
- SEMPHN Executive and senior managers
- Provider Services Officers
- Service Development Officers.

External

- External contractors (e.g. printers, designers, event coordinators)
- Consumers, clinicians, agencies and others
- DOH PHN branch
- Local hospital networks and other community health organisations
- MPs offices, peak bodies
- Local health professionals, especially GPs
- Media

Key Selection Criteria

Qualifications

- Degree-level qualification in marketing, communications, public relations or a related field and/or comparable significant relevant professional experience.

Skills, Knowledge and Experience

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- Demonstrated experience in developing and implementing social media and communications strategies, plans and activities
- Ability to drive the effective use of key communication channels, both internal and external, focusing on social media (LinkedIn, Facebook, Twitter)
- Demonstrated project, stakeholder and time management skills, including an ability to manage complexity and diversity across stakeholders, programs, projects and priorities
- Experience in media relations and/or as a practising journalist
- Experience in government relations
- Highly developed interpersonal and collaboration skills
- Highly developed oral and written communication skills
- Knowledge of public health system and key stakeholders preferable.

Other

- Self-starter who works effectively under general direction and as part of a team
- A demonstrable commitment to SEMPHN organisational values
- A National Police Check and Working with Children Check is required in accordance with government funding requirements
- All employees of SEMPHN may be required to work across the SEMPHN catchment
- All SEMPHN staff must take reasonable care for their own health and safety and others
- All employees of SEMPHN must be permanent residents of Australia or hold a valid employment visa
- A current Victorian Driver's License is required
- All employees must abide by SEMPHN policies and procedures as varied from time to time
- SEMPHN is committed to equal opportunity employment.

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