

Position Description

Position	Senior Communications Officer
Location	Heatherton and Work from Home (Hybrid)
Directorate	People, Communications & and Engagement Services
Reports to	Communications Manager; People, Communication & Engagement
Employment Status	Fixed term contract until 30 June 2025

About South Eastern Melbourne PHN (SEMPHN)

At South Eastern Melbourne Primary Health Network (SEMPHN), we foster and support a more equitable, person-centred, and seamless health system to positively impact the health outcomes for our communities.

Reporting to an independent Board, our vision is for the people of south east Melbourne to have the opportunity to live their healthiest lives possible.

We support this by providing:

- Evidence, planning and influencing services to meet population health needs.
- Capacity building services to grow primary health and its workforce in our region.
- Commissioning services to translate national and state policy into local services and the regional health system.

We are one of six Primary Health Networks (PHNs) in Victoria, and 31 PHNs across Australia, with around 1.6 million residents in our catchment.

Funded primarily by the Australian Government, the Commonwealth priority areas for improvement and innovation for primary health are: Mental health; Alcohol and Other Drugs (AOD); Aboriginal and Torres Strait Islander Health; Aged care; Population health; Health workforce development and Digital health.

Our local focus is to positively impact population health and service demand, consumer-focused healthcare, primary health services, innovation and system reform and organisational excellence and sustainability.

Our strategy, 'Path to Impact', clearly articulates SEMPHN's role within the wider healthcare system and community to maximise our value to south east Melbourne communities, health service consumers and providers, funders and policy makers.

Our Values

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

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.

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About the People, Communications & and Engagement Services directorate

People, Communications & and Engagement Services supports our current and potential people to be our most important asset. We support people across all aspects of the employee life cycle, guide their managers to develop their talents and maximise their potential, to build SEMPHN's success. From a communications and engagement perspective, our team provides strategic communications, event management, brand and reputation management, publications and stakeholder engagement advice, in addition to education activities for primary care. Our stakeholders are wide-ranging, including staff, managers, consumers, Board members, committees, community, government, service providers, media and suppliers, amongst others.

Job Summary

Reporting to the Communications Manager, People Communications and Engagement Services, the Senior Communications Officer has critical responsibilities in internal and external communications (including leading our Annual Report and social media) and stakeholder engagement, including Government relations, media relations and issues management.

Key Responsibilities

Communications

- Coordinate the writing, design, and production of SEMPHN's annual report microsite, in close consultation with internal stakeholders.
- Develop and implement communications plans which support SEMPHN's strategic plan, consultation, engagement and commissioning activities, including advice on the SEMPHN corporate identity and branding.
- Lead and develop content across a range of channels including social media, website, newsletters, presentations, EDMs, ad hoc publications and video.
- Help evaluate the success of our digital channels and effectiveness of communication and engagement activities, and recommend and implement improvements.
- Coordinate the writing, design, and production and/or review of presentations for the CEO or leadership team, as required.
- Develop key messages for the organisation and for specific programs and projects, as required.
- Support the development of issues management, and risk management and business continuity planning activities, including policy reviews.

Media and stakeholder launch and events

- Support media relations activities including developing effective responses to media enquiries and proactively seeking coverage where appropriate.
- Liaise with Ministers' offices and government departments on media and event related issues and manage these events as required, including the investigation of venues, talent, speeches, run sheets etc.
- Maintain a positive working relationship with Ministers' offices.
- Coordinate and support CEO engagement with Federal and State Ministers.
- Contribute to the design, coordination and communication of webinars, events and launches.
- Contribute to consumer and stakeholder engagement initiatives and consultations, as required.

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Services and Systems

- Create and implement systems 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 and projects as required.
- Maintain knowledge and currency of CRM (Microsoft Dynamics), website and event CMS, Campaign Monitor, and basic graphic design systems e.g. Canva.

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, People Communications and Engagement Services.

Quality & Risk Management

- 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.
- Actively participate in the identification, assessment, treatment, monitoring, prevention and reporting of risks.
- Critically review work practices to identify opportunities for improvement and escalate them to their managers, as applicable.

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

- People Communications and Engagement Services 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
- Department of Health PHN branch
- Local hospital networks and other community health organisations

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- MP offices
- 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

- Highly developed oral and written communication skills.
- Experience in government relations.
- Demonstrated experience in developing and implementing a range of communications strategies, plans and activities.
- Effective use of key communication channels, both internal and external, especially 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.
- Highly developed interpersonal and collaboration skills.
- Knowledge of public health system and key stakeholders preferable.

Other

- SEMPHN is committed to providing and maintaining a working environment which is safe and without risk consistent with the organisation's obligations under the Occupational Health and Safety Act 2004 (OH&S Act).
- 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 is required in accordance with government funding requirements.
- All employees of SEMPHN may be required to travel across the SEMPHN catchment for events or stakeholder meetings as required.
- 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.
- 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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