

Communications & Engagement Specialist – PD

The Northern Sydney PHN, operated by the Sydney North Health Network, is one of 31 Primary Health Networks (PHNs) established by the Australian Government to increase the efficiency and effectiveness of medical services for the community. Our focus is on patients who are at risk of poor health outcomes, and we work to improve the coordination of their care, so they receive the right care, in the right place at the right time.

Position title:	Communications and Engagement Specialist	Location:	Chatswood
Reports To:	General Manager, Business Development, Marketing and Communications	Direct Reports:	Nil
Working Relationships Internal:	• CEO & Executive team • Business Development & Marketing Communications Teams • Commissioning Team • Primary Care Support and Engagement Team • Corporate Services Teams (Finance, HR, IT etc) • SNHN Employees across all working units	Working Relationships External:	• Health Professional Network and Members • Commissioned Services • Community Members • Design agency • Web development agency • Public Relations Professionals • Media – including newspapers, magazines, and local publications, radio, • Web developers, • Graphic designers • other marketing and communication suppliers as identified
SNHN Role Level:	Level 9	Role Level Requirements:	Refer to Attachment One
PD Approved by:	General Manager, Business Development, Marketing and Communications	Approval Date:	Jun 2026

Position purpose

Position purpose:	As a Communications and Engagement Specialist, you will help shape how SNHN connects with, influences and inspires diverse audiences across the community health landscape. You will develop clear, compelling communications, campaigns and content that elevate our brand, support strategic priorities and drive meaningful engagement with government, health professionals, community members and other stakeholders. Working across the organisation, you will translate complex health information into accessible messaging and visually engaging materials across multiple channels. You will contribute to a broad mix of outputs including campaigns, reports, case studies, presentations, media content and occasional grant material. You will thrive in a fast-paced, complex environment, confidently managing multiple priorities while delivering work that is creative, polished and impactful. About You • You are a confident communicator and thoughtful listener who understands what matters to people and how to engage them meaningfully. • You are curious, creative and visually minded, with strong attention to design, detail and quality. • You are highly capable in social media and digital channels, creating insight-led campaigns that cut through and drive engagement. • You build trust quickly, adapt your approach for different audiences and bring people with you to achieve outcomes. • You care about healthcare, equity and communication that helps people access the care they need. • You are organised, adaptable and comfortable managing complexity and variety.
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Accountabilities and Outcomes

Outcomes:	Key Outcomes To ensure we deliver on our strategy and maximise our impact, you will take ownership of a diverse and evolving portfolio of work. Your contribution will be reviewed formally and informally, with a focus on outcomes, quality and impact. Communications & Storytelling (45%) Create communication that cuts through, clear, compelling and purposeful. • Develop and deliver high-quality content including media releases, articles, newsletters, website copy, case studies, reports, grants and other stakeholder communications • Translate complex information and data into accessible, engaging and audience-focused messaging • Bring program outcomes, community stories and organisational initiatives to life through strong storytelling • Maintain a consistent, confident and authentic voice across all channels, aligned to our brand and values Campaigns & Engagement (35%) Design and deliver campaigns that connect, influence and drive action. • Plan and execute strategic, insight-led communication campaigns aligned to organisational and program priorities • Lead digital activity including social media, eDMs, website updates and performance tracking • Develop messaging and content for events, health initiatives, community programs and key announcements • Continuously refine engagement approaches to ensure they are audience-driven, relevant and impactful Design & Visual Storytelling (15%) Elevate our communication through strong, thoughtful design. • Create visually engaging materials including flyers, brochures, infographics, presentations, social content and campaign assets • Apply a strong eye for design, creating visual content and ensuring all outputs are polished, engaging and accessible • Maintain brand consistency across all visual communications • Build and manage a library of templates, assets and design resources to support team efficiency and quality Collaboration, Administration & Technology (5%) Work smart, stay organised and contribute to a high-performing team.
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	• Maintain communication systems, CRM records and project tracking tools • Use digital platforms and AI tools to enhance content creation, insights and workflow efficiency • Collaborate openly, contribute ideas and support a positive, high-energy team culture Other • Take on additional activities and projects as required, bringing flexibility, initiative and a solutions-focused mindset
General	• Demonstrate a commitment to SNHN's vision, purpose and values: ~ SNHN Vision – For our community to begin life well, maintain and manage their mental and physical wellness throughout their lives, stay connected with their health providers and each other, and age with dignity ~ SNHN Purpose - We will continue to work collaboratively to help our community to live their best health ~ SNHN Values – iCare ○ Innovation – We Create, We Initiate, We Inspire ○ Collaboration – We Listen, We Understand, We Respond ○ Accountability – We Define, We Adapt, We Deliver ○ Respect – We Inspire Trust, We Are Open, We Act Ethically ○ Excellence – We Own It, We Commit to It, We Achieve It. ~ SNHN's commitment to be an environmentally sustainable organisation and to work with our partners to address climate risks in our communities • Comply with contractual obligations and deliverables as contained in the various approved DHDA Annual Plans and other funding agency agreements. • Respect the confidentiality of patients, providers and general practices in line with the organisation's related policies, procedures and the Privacy Act. • Comply with the organisation's policies and procedures. • Be aware of individual responsibilities under the relevant Workplace Health and Safety legislation and report as necessary, any untoward accident, incident or potentially hazardous environment. • Fulfil other duties commensurate with the role as directed.

Organisational Expertise

Subject Matter Expertise	In delivering on accountabilities above it is expected that you will build expertise (be the organisational SME) in the following key organisational policies, processes and documents:
SNHN Policies / Procedures	Employees must familiarise themselves with and follow all relevant policies and procedures. Most noteworthy for this role are: • Sponsorship, Partnership, Promotion and Advertising Policy • Social Media Policy and Procedure • Artificial Intelligence Policy • Stakeholder Engagement Framework

SNHN DHDA Contracts:	Nil
SNHN Supplier Contracts	Website developer, Graphic Designer, Others as identified

Scope of authority

Direct employees work priorities/schedules:	Not authorised	Approve employee expenditure:	Not authorised
Recruit/ terminate employees:	Not authorised	Have Media contact:	Authorised
Enter into Contracts:	Not authorised	Other (Detail here)	Not authorised

Key selection criteria – Qualifications and experience

Required experience, capabilities and qualifications	Essential: Qualifications: - Required: Tertiary qualification in communications, writing, design, media or a related field; or equivalent experience. - Desirable: Additional training or certifications in graphic design, digital marketing, media/PR or content creation/writing. Experience and capabilities: - Exceptional written and verbal communication skills, with the ability to write clearly, confidently and compellingly across multiple formats. - Proven experience designing and delivering communication campaigns that engage audiences and support measurable outcomes. - Strong capability in social media, digital communications and content production, including eDMs, websites, CMS platforms, Canva, Microsoft Office and AI-enabled tools such as Copilot Pro. - Demonstrated ability to translate complex information into simple, engaging and visually clear communications. - Experience creating content for media, PR, stakeholder engagement and organisational storytelling. - Strong design capability, with a sharp eye for layout, visual storytelling, accessibility and brand consistency.
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	• Ability to build trusted relationships and collaborate effectively with a wide range of internal and external stakeholders. • Highly organised, proactive and adaptable, with the ability to manage competing priorities in a fast-paced, complex environment. Desirable: • Experience in the health sector, not-for-profit, community health, public health and/or government sectors. • Understanding of accessibility standards and inclusive communication practices. • Skills in video editing, motion graphics or multimedia content creation. • Knowledge of analytics, SEO and digital optimisation to improve performance and engagement. Attributes: • Creative and strategic, with fresh ideas and confidence to challenge the norm. • Audience-focused, with the ability to tailor communication for different needs, channels and contexts. • Calm under pressure, solutions-focused and committed to delivering high-quality work. • Resilient and comfortable working across a variety of projects, priorities and communication needs.
Certifications required	• Certification of required tertiary qualifications and professional memberships. • National Police Clearance Check. • Reference Checks (2) from past employers.
Special conditions	• Some out of hours work on weekends or evenings may be required, for example, attendance at community forums or meetings, for which time off in lieu may be taken. • Intrastate, interstate and/ or international travel may be required. • Current NSW driver's licence required
Workplace Health and Safety	• Adhere to organisation policies and procedures relating to Workplace Health and Safety and, at all times, take responsibility for own and colleagues wellbeing.