

Position Description

Position Title:	Lead, Public Relations
Group / Office:	Social Marketing & Communications
Tenure:	Fixed-term (until 27 August 2027)
Full Time Equivalent	Full Time 1.0 FTE
Classification:	VicHealth Grade D (+ Superannuation)
Location:	Level 2, 355 Spencer Street, West Melbourne, 3003
Reports to:	External Communications Manager
Further information:	Introducing VicHealth www.vichealth.vic.gov.au

VicHealth welcomes and values applications from candidates who are of Aboriginal and Torres Strait Islander descent, candidates with culturally diverse backgrounds, candidates with disability and those from the LGBTQIA+ community. We are committed to making reasonable adjustments to ensure a safe and healthy working environment.

About The Victorian Health Promotion Foundation (VicHealth)

We are the world's first health promotion foundation, and the first organisation of its kind to utilise a hypothecated tax on tobacco to support long-term, evidence-based health promotion practice, partnerships and leadership.

VicHealth works to reduce and eliminate the barriers Victorians face to good health. This purpose drives all that we do and who we are.

We continue to be a global leader in health promotion, as a Collaborating Centre in Health Promotion Leadership with the World Health Organization.

Through world-class research, our work with, through and for communities, and our strategic partnerships at all levels of government in Australia, we aim to build and use VicHealth's influence, independence, relationships, voice and expertise to reshape the systems that improve health and wellbeing for all Victorians.

The three core systems are neighbourhood and built systems, commercial and economic systems and food systems. Our work in these systems is aimed at addressing growing health inequities, and VicHealth's approach reflects three dimensions: climate justice, community agency, and intergenerational wellbeing.

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Purpose of the role

The Lead, Public Relations supports and contributes to the health promotion capacity of VicHealth by:

- Leading the development, implementation and evaluation of media and public relations strategies, which contribute to VicHealth's overall communications and marketing strategy
- Providing sound media advice and coaching/mentoring across the organisation as well as managing the media response of potential reputational risks
- Building and maintaining trusted relationships between VicHealth and journalists and other media professionals
- Writing, editing and pitching media/communications materials e.g. media releases, web copy, fact sheets, social media posts, scripts
- Working closely with the CEO Office to plan and coordinate CEO media and thought leadership opportunities

The Lead, Public Relations has a close working relationship with the Manager, External Communications, and the broader Social Marketing and Communications group, and is expected to develop and nurture excellent relationships across the organisation and with key external stakeholders, including staff in government departments and agencies.

In order to achieve this, the person in this role must be able to provide efficient and effective liaison; maintain relationships with stakeholders; and represent VicHealth in a professional manner at stakeholder events.

Scope of the role

Financial	As per VicHealth Delegation Policy
People	No direct reports

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Cultural and Professional Standards

The VicHealth Employee Culture Charter guides behaviour by outlining those key principles that set the cultural and professional standards to which all VicHealth staff commit.

To support the ways of working, these behaviours include:

1. **Trust:** working competently with VicHealth's vision, strategy and goals in mind; open, supportive, consistent and respectful communication with internal and external audiences; and working in a way that gains the ongoing respect and continued trust of partners and stakeholders.
2. **Challenge:** being open to doing things differently, to new ideas and processes; embracing change and being comfortable with ambiguity; and resolving conflict constructively.
3. **Accountability:** doing what we say we are going to do; owning our performance and outcomes for the benefit of VicHealth and stakeholders; being a role model for the staff we lead or supervise and for other staff; and encouraging growth in others.
4. **Results:** helping others at all levels, even if outside the scope of our role; being efficient and effective with stewardship of VicHealth assets and funds; and striving to maximise our collective impact.

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Main Role Responsibilities

Functions	Activities
Media Development and Implementation	• Develop, implement and evaluate media and public relations strategies, collaborating with teams across the organisation to achieve successful outcomes • Working with the External Communications Manager and the communications team, contribute to VicHealth's overall communications and marketing strategy • Support and protect VicHealth's reputation by proactively positioning media messages and managing external risks and impacts • Provides information on current media developments and identifies new media opportunities
Media Communications	• Writing and editing media/communications materials for multiple channels such as website, media briefings and scripts, in addition to traditional media assets such as media releases • Arranging media conferences, launches and other media events • Respond to media enquiries and issues liaising with people across all levels of the organisation to ensure any information provided is accurate • Proactively create news content to strategically respond to trending topics in the news cycle • Generate positive coverage in print, broadcast and online media
Media Training and Capacity Building	• Develops, manages and implements coaching, preparation and facilitation of media related training programs • Provide proactive and reactive tactical media advisory services to key leaders and VicHealth spokespeople across the organisation, including the CEO
Relationship Management	• Building and enhancing strong working relationships with key media organisations and journalists as well as non-traditional outlets such as influencers and bloggers • Acting as a point of contact within VicHealth for media-specific advice and enquiries
Project Management	• Ensuring projects are delivered on time, to budget and with quality outputs • Continue to monitor and report on progress of projects being able to recognise barriers and find effective solutions • Ensure program communications strategies align with VicHealth's overall strategies and reflects brand strategy
Teamwork	• Contributes to the development of a highly effective team by: • Working collaboratively across the organisation • Sharing knowledge and experiences • Participating and contributing in team meetings, strategic and corporate planning meetings, team work plans and relevant cross unit working groups.

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	• Applying work practices and approaches consistent with established VicHealth processes, and identifying opportunities for development • Identification of potential opportunities for innovation and improving the efficiency and effectiveness of VicHealth's operations
Equity and Diversity	• Contribute to maintaining an environment where differences are valued, encouraged and supported • Support VicHealth's commitment to embedding the principles of its Diversity, Equity and Inclusion Policy in workplace culture, language, behaviour, decision-making and stakeholder engagement
Governance, Risk, Behaviour & Conduct	Act in accordance with: • The Code of Conduct for Victorian Public Sector Employees as detailed in the <i>Public Administration Act 2004</i> (Vic) • VicHealth Policy, Procedure and Values as outlined on the VicHealth intranet
Occupational Health and Safety	• Takes reasonable care at all times for their own health and safety and that of others who may be affected by their conduct • Is responsible at all times for maintaining a safe and healthy work environment for all

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Key Selection Criteria (Knowledge, experience and skills)

Qualifications and Experience	• Tertiary qualification in Journalism, Communications, Marketing, Public Relations or similar area • Demonstrated experience developing and delivering proactive PR and media strategies • Strong track record of securing quality media coverage across print, broadcast, digital and/or online media • Excellent media writing skills, including media releases, pitches, talking points, statements, opinion pieces and spokesperson briefs • Experience managing reactive media issues and reputational risk, including working under pressure and to tight deadlines • Experience in data analysis, monitoring and reporting • Experience working within the communications, public health, community or government sectors preferred
Media Expertise	• Demonstrated ability to identify and manage reputational risks and opportunities in a media setting. • Demonstrated ability to plan and generate proactive media coverage • A strategic knowledge of social media platforms and delivery
Coaching and Mentoring	• Mentors, coaches and supports team members to achieve their goals • Pursues continuous improvement in the team's functioning • Management of media risks in accordance with the Risk Management Policy • Models high professional standards and collaborative working practices • Supports the External Communications Manager to monitor team performance and provide timely and constructive feedback
Project Management	• Designs, implements and manages all facets of a project including resources, personnel, activities, vendors, timelines, deadlines, and materials • Experience in completing day-to-day activities related to the project including filling out documents, forms, reports, time sheets, and other written correspondence • Communicates effectively and builds relationships with all stakeholders of the project • Plans and delivers the successful completion of projects
Planning and Organising	• Sets clearly defined objectives and priorities and operates accordingly, reviewing and adjusting as required • Identifies processes, tasks and resources required to achieve a goal • Establishes systems and procedures to guide work and track progress • Able to manage multiple conflicting needs and prioritise effectively • Liaises with others when organising work • Anticipates barriers and finds effective ways to deal with them

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Builds and Utilises Stakeholder Relationships	• Facilitates cooperation and partnerships • Values individual differences and diversity • Develops and maintains strong and positive partner, stakeholder and supplier relationships both internally and externally • Identifies and manages a range of complex and often competing needs • Uses understanding of the stakeholder to ensure outcomes are achieved • Finds innovative solutions to resolve issues • Builds trust through consistent actions, values and communication • Keeps stakeholders up to date with issues and developments • Constructively deals with stakeholder issues
Communication	• Confidently conveys ideas and information in a clear way • Understands and meets the needs of target audiences • Welcomes and provides constructive feedback • Handles difficult and sensitive communications well • Listens, understands and adapts to audience • Negotiates persuasively • Structures written communications effectively to achieve their purpose, conveys ideas and information in a clear way, with a strong understanding of the information needs of target audiences
Initiative	• Proactive and self-starting • Seizes opportunities and acts upon them • Aims to exceed targets
Interpersonal Skills	• Works well in a team and able to communicate effectively with colleagues and other stakeholders • Able to work collaboratively across all levels in the organisation • Able to resolve potential problems by working with others to find solutions • Is polite and considerate in dealing with others
Flexibility	• Is adaptable and open to new ideas • Works constructively with changing priorities • Recognises and acts upon the merits of different options • Uses initiative and demonstrates accountability

This position description was updated on 21/08/2026 and is a guide to the role and responsibilities that are required of this position as of this date. Other duties may be required to be undertaken from time to time. This position may involve limited work-related travel to visit other stakeholders or attending conferences, including working from locations other than the VicHealth office. Additionally, occasional work outside core business hours may be required.