

Position Description

Position	Communications Specialist - Projects
Location	Heatherton and Work from Home (Hybrid)
Directorate	People, Communications & and Engagement Services
Reports to	Director Communication & Engagement
Employment Status	Fixed term – six months

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 & Engagement Services supports our current and potential people to be our most important asset. We support people across all aspects of the employee lifecycle, guide their managers to develop their talents and maximise their potential, to build SEMPHN's success.

The Communications and Engagement team provides strategic communications, internal communications, 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 Director Communications and Engagement, the Communications Specialist - Projects has responsibilities in external and internal communications primarily and specifically for the rollout of four new Medicare Urgent Care Clinics across our catchment. The Communications Specialist will work with internal teams including the commissioning and procurement teams, to provide strategic communications advice, and liaise externally with government agencies to support brand and external communications. The Communications Specialist will support the Director Communications and Engagement with advocacy and issues management and additional communications support as required.

Key Responsibilities

Communications

- Develop and implement strategic internal and external communications to support the rollout of four Medicare Urgent Care Clinics in the SEMPHN catchment.
- Support the Procurement process through communications processes.
- Liaise with the Commonwealth Department of Health, Disability and Ageing (DHDA) to support branding and communications activity of the Medicare Urgent Care Clinics.
- Develop content across a range of channels including social media, website, newsletters, presentations, EDMs, ad hoc publications and video.
- Support the success of our digital channels through effective content and engagement activities, making recommendations and implementation improvements.
- Develop key messages for the organisation and for specific programs and projects, as required.
- Contribute to the design, coordination and communication of webinars, events and launches as appropriate.
- Support the development of issues management, and risk management and business continuity planning activities, including policy reviews.
- Coordinate requests for monthly government communications reporting as requested

Media, government relations and advocacy

- Support media relations activities including developing effective responses to media enquiries and proactively seeking coverage where appropriate.

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- Identify opportunities to position the work of SEMPHN
- 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.
- Coordinate and support CEO engagement with Federal and State Ministers
- Provide communications support for consumer and stakeholder engagement initiatives and consultations, as required.

Services and Systems

- Contribute to systems for evaluating the effectiveness of communication activities.
- 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 supportive team environment.
- Identify opportunities to integrate and work collaboratively across other directorates and programs.
- Maintain and develop effective relationships with internal and external stakeholders.
- A strong desire to propose and develop creative communications solutions
- Undertake other duties as directed by the Director Communications and Engagement or Executive Director, 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 manager, 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

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- SEMPHN Executive and senior managers
- Other staff

External

- External contractors (e.g. printers, designers, event coordinators)
- Consumers, clinicians, agencies and others
- Local hospital networks and other community health organisations
- 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.
- Demonstrated 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).
- Demonstrated project, stakeholder and time management skills, including an ability to identify risks and issues and manage complexity and diversity across stakeholders, programs, projects and priorities.
- Experience in media relations.
- 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).
- Works effectively under general direction and as part of a team.
- A demonstrable commitment to SEMPHN organisational values.
- SEMPHN promotes flexibility. Our team is in the office on Mondays, Tuesdays and Wednesdays
- A National Police Check is required in accordance with government funding requirements.
- 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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