

## Employee Position Description

Position Details		
<b>Position Title:</b> Communications Manager	<b>Department:</b> Health Promotion and Engagement	<b>Agreement:</b> Victorian Stand-Alone Community Health Services (Health & Allied Services, Managers & Administrative Officers) Multiple Enterprise Agreement 2018-2022
<b>Reports To:</b> GM Health Promotion & Engagement	<b>Location:</b> works across all AccessHC sites	
<b>Direct Reports:</b> 1	<b>Employment Status:</b> Full time ongoing	<b>Classification:</b> Grade 6
Position Primary Purpose		
<p>Reporting to the GM Health Promotion &amp; Engagement, the Communications Manager is the centre of AccessHC's internal and external communications. The position leads communications across the organisation to ensure that strategies and decisions are well understood, that communications supports a positive organisational culture, align with organisational values and are simple and clear. For patients and clients the position will ensure that communications are health literate and appropriate and are informed by patients and clients. The position works closely with the Community Engagement Adviser to ensure that the community engagement plan and its components are fulfilled. The position will coordinate external marketing services to ensure that they deliver annual marketing plans which include all media. The position will be assisted with a Communications Assistant for the day to day operations.</p>		
Decision Making Authority		Key Relationships
<p><b>Decisions made independent of Manager</b></p> <ul style="list-style-type: none"> <li>Operational decisions related to Communications Plan</li> <li>Financial and other delegations within approved budget</li> <li>Management of direct reports</li> <li>Communications assets within Delegation of Authority</li> <li>Negotiation and endorsement of contracts</li> </ul>		<p><b>Internal</b></p> <ul style="list-style-type: none"> <li>GM Health Promotion &amp; Engagement</li> <li>CEO &amp; Executive</li> <li>EA to CEO</li> <li>Communication, Community Engagement and Health Promotion staff</li> <li>Managers and Senior Managers</li> <li>Clinicians and other staff, volunteers &amp; Contractors</li> </ul> <p><b>External</b></p> <ul style="list-style-type: none"> <li>Marketing, Communication &amp; Design Consultants</li> <li>Media agencies</li> </ul>

*This position description provides a comprehensive, but not exhaustive, outline of the key activities of the role. AccessHC employees will therefore be expected to comply with manager's directions when and as required, which may include completion of duties not listed in this document.*

	<ul style="list-style-type: none"> <li>• Communication contacts at Local Government &amp; Community Organisations</li> <li>• Clients, Patients, Carers and Service Recipients</li> </ul>
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Key Accountabilities	
Focus Areas	Responsibilities
<b>Strategy &amp; Process Development &amp; Implementation</b>	<ul style="list-style-type: none"> <li>▪ With the GM Health Promotion &amp; Engagement, lead the development of a strategy and action plan for internal and external communication and embed it across management and staff teams.</li> <li>▪ Work with partners in the management group to develop an annual communication and promotion calendar.</li> <li>▪ Ensure compliance with brand, style and health literacy guidelines.</li> <li>▪ Establish and monitor work flows for the development of content into communication assets and promotion.</li> <li>▪ Provide regular reporting for the GM Health Promotion &amp; Engagement and Executive on activity, reach and engagement.</li> </ul>
<b>Content Development &amp; Coordination</b>	<ul style="list-style-type: none"> <li>▪ Review internal style guides and increase awareness and compliance with guidelines</li> <li>▪ Create clear, engaging, appropriate and health literate content in partnership with colleagues and content experts aligned to style guide.</li> <li>▪ Work with external agencies to provide graphic design, printing and delivery of communication assets.</li> <li>▪ Negotiate internal and external communication priorities with stakeholders at all levels of the organisation</li> </ul>
<b>Internal Communication</b>	<ul style="list-style-type: none"> <li>▪ Work with executive and management teams to ensure internal communication is linked to communication strategy and is timely, clear and coordinated.</li> <li>▪ Manage production of up to date information on the SharePoint intranet site, Weekly Bulletin and other media and forums.</li> <li>• Manage key events such as face to face annual staff meetings and site meetings</li> </ul>
<b>External Communication</b>	<ul style="list-style-type: none"> <li>▪ Coordinate external communications with stakeholders including patients, clients, partners, community organisations and local government</li> <li>▪ Manage production of annual report and other media</li> <li>▪ Support the responsible executive with the establishment of a new website for AccessHC</li> <li>▪ Maintain online and website content with Communication &amp; Administration Assistant.</li> </ul>
<b>Marketing and Digital Communication</b>	<ul style="list-style-type: none"> <li>• Coordinate with external agencies to develop and gain approval for annual marketing plan</li> <li>• Scope and negotiate marketing services to be provided by external agencies through an EOI process</li> <li>• Manage external agencies in the delivery of the agreed marketing activities</li> </ul>
<b>AccessHC Values</b>	<ul style="list-style-type: none"> <li>• Through actions and behaviour, demonstrate AccessHC Values of; <b>Equity, Collaboration, Respect, Innovation and Quality</b></li> </ul>

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Key Accountabilities	
Focus Areas	Responsibilities
<b>Governance and Compliance</b>	<ul style="list-style-type: none"> <li>Act in accordance with AccessHC's policies, procedures and code of conduct.</li> <li>Maintain updated and valid credentials in accordance with relevant legislation and industry requirements where applicable to the position.</li> <li>Participate in mandatory training requirements to support the delivery of a safe and effective service.</li> </ul>
<b>Workplace Health and Safety</b>	<ul style="list-style-type: none"> <li>Act in accordance with health and safety policies and procedures at all times.</li> <li>All staff are required to take reasonable care for their own health and safety and that of other personnel who may be affected by their conduct.</li> </ul>

Selection Criteria	
<p><b>Standard selection criteria items</b></p> <ul style="list-style-type: none"> <li>Police Check</li> <li>International Police Check (<i>mandatory if lived/work overseas in past 10 yrs</i>)</li> <li>Disability Support Worker Check</li> <li>Working With Children Check</li> <li>Driver's Licence</li> </ul> <p><b>Qualifications, registrations and experience</b></p> <ul style="list-style-type: none"> <li>A degree such as communications, arts, public relations or another relevant area</li> <li>At least 5 years experience at managing communications at an organisational level</li> <li>Experience as a manager or team lead</li> <li>Significant content management experience with appropriate systems including Sharepoint &amp; CMS (Wordpress)</li> </ul>	<ul style="list-style-type: none"> <li>High level written communication skills. Ability to create accurate and engaging content with excellent proofing and editing skills</li> <li>Excellent oral communication skills. Ability to create and deliver persuasive messages</li> <li>Well-developed management skills with an ability to lead and support a diverse range of staff.</li> <li>Demonstrated skills in establishing in internal and external communications strategies</li> <li>Well-developed interpersonal skills including demonstrated ability to work co-operatively as a member of a team</li> <li>Experience working with a range of people to negotiate priorities and outcomes</li> <li>A genuine desire to improve the lives of people through better health services</li> </ul>
<p><b><i>AccessHC is a Child Safe Organisation.</i></b></p> <p><b><i>AccessHC actively supports an inclusive culture and celebrates its diversity. We encourage applications from people with disabilities, diverse genders and sexualities, Aboriginal peoples and people from a culturally and/or linguistically diverse background.</i></b></p>	

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Authorisations	
<b>Employee Name:</b> <b>Signature:</b> _____ <b>Date:</b> / /	<b>Manager Name:</b> <b>Signature:</b> _____ <b>Date:</b> / /

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