

## Position description

<b>Position</b>	Content and Communications Officer		
<b>Purpose</b>	To develop and coordinate communication strategies with a focus on publications, copywriting and social media.		
<b>Approval date</b>	12 October 2022	<b>Approved by</b>	Rachelle Foreman

### Brisbane North PHN

Our vision is a community where good health is available for everyone.

Brisbane North PHN supports clinicians and communities in Brisbane's northern suburbs, Moreton Bay Regional Council and parts of Somerset Regional Council. It covers approximately 4,100 km<sup>2</sup> of urban, regional and rural areas, with a population of over one million.

We are one of 31 Primary Health Networks across Australia.

We work with local communities, consumers, carers, health professionals, hospitals and community providers to understand our community and their needs. We then engage stakeholders to design and commission programs and services to meet those needs.

Our PHN's goals:

- be informed and led by community voice
- re-orient the health system toward care close to home
- build capacity of providers to meet health needs of our region.

The PHN's values:

- Collaboration: We build strong and enduring relationships to achieve our shared goals
- Diversity: We are inclusive, fair and responsive to different needs
- Integrity: We are transparent, respectful and work to the highest standards
- Courage: We lead new approaches, learn and improve
- Impact: We deliver outcomes for our community.

### Key outcome areas

To ensure the organisation works effectively to achieve its annual business plan, each team member has responsibility for a range of activities and outcomes. These activities and outcomes are reviewed twice a year formally and on an ongoing basis informally with team members and managers.

#### Role-specific

- responsibility to support implementation of the organisation's content strategy
- editorial responsibility for the organisation's digital and print publications including promotional materials

[www.brisbanenorthphn.org.au](http://www.brisbanenorthphn.org.au)

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- coordination and management of print production processes for PHN publications and promotional materials
- copywriting for internal/external publications
- provide website support including content review and copywriting
- content creation for social media including the development of a social media content strategy aligned to the overarching content strategy
- lead the development and implementation of health promotion campaigns
- support the development of design for print/digital resources and liaise with internal and external designers as required
- provide communications support and advice to specific teams across the PHN.

### **General**

- regularly attend team and staff meetings
- contribute to the pursuit of excellence through promoting and maintaining positive team spirit and organisational values, abiding by the organisation's Code of Conduct and Leadership Capability Framework, implementing all policies and procedures correctly and recommending quality improvements
- communicate effectively and respectfully with all members of the organisation and external stakeholders
- record all interactions in ChilliDB and other program and project databases on time, ensuring that information is relevant, accurate, up-to-date and accessible by other team members
- comply with reporting requirements as directed by your manager
- deal with sensitive information in a confidential and professional manner
- complete other reasonable duties and projects as required to meet organisational objectives

## **Reporting relationships**

### **Relationships**

Reports to: Manager | Communications and Engagement

Direct reports: N/A

### **Level of delegation**

(Per Delegation Matrix – CEO to staff)

Level 3 – All other staff

## **Key selection criteria**

Within the context of the key outcome areas described above, the ideal applicant will demonstrate the following:

### **Qualifications and experience**

- tertiary qualification in corporate communications, public relations, journalism or related field (or equivalent experience)
- at least two years' experience in a similar role
- high level of verbal and written communications skills and understanding of the editorial process
- high level of proficiency in CMS software
- high level of proficiency in Microsoft Office
- experience in using digital marketing systems and social media platforms
- experience in design i.e. Adobe Creative Suite (Photoshop and InDesign) highly desirable.

## **Capabilities**

The Brisbane North PHN Leadership Capability Framework applies to all roles within the organisation. Applicants must address these capabilities.

- leads self – self-aware, proactive and adaptable; takes personal development opportunities and is resilient
- engages others at all levels with respect, collaboration and cultural sensitivity
- achieves outcomes in a high demand work environment with judgment and initiative
- drives innovation - contributes to our culture of continuous quality improvement
- shapes systems - works productively within internal and external systems and networks
- bases decisions on available evidence.

## **Other**

A current driver's licence is desirable and use of a personal vehicle may be required, including travel between the PHN offices. Work-related mileage will be reimbursed at relevant rates.

You may be required to work flexible hours. The role may include evening/weekend commitments for which time off in lieu is provided.

(Please note: This position description is subject to adjustment within reason and in consultation with your manager to meet the deliverables of the organisation.)