

Position description

Position	Content Strategy and Communications Lead		
Purpose	To develop and lead the organisation's content strategy, driving high-quality editorial, copywriting and digital content including social media.		
Band	3		
Approval date	December 2025	Approved by	Samantha McGilvery

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 km² 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
- An accountable, high performing organisation.

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 once a year formally and on an ongoing basis informally with team members and managers.

Role-specific

- Lead editorial and copywriting across PHN content channels including:
 - PHN digital publications (GP Link, Practice Link and Partners in Health)



- PHN Talk blog
- PHN social media channels (LinkedIn and Facebook)
- Coordination of the annual Year in Review.
- Lead the development and implementation of the organisation's content strategy and social media strategy.
- Provide editorial and copywriting support to PHN program teams across the PHN.
- Provide website content review and copywriting.
- Provide communications support and advice to program teams across the PHN including development of communications strategies and plans.

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.

Role related details

Relationships

Reports to: Manager - Communications and Engagement

Direct reports: None

Level of delegation

(Per Delegation Matrix – CEO to staff)

Level 3 – All other staff

Award alignment

Award: Health Professionals and Support Services Award 2020

Level: Support Services Employee Level 7

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, InDesign and Illustrator) highly desirable.

Capabilities

The Brisbane North PHN Leadership and Commissioning Capability Framework applies to all roles within the organisation. Please refer to the Framework document found on our Careers page. Applicants are encouraged to address these.

Leadership		Commissioning	
Capability domain	Level / Proficiency	Capability domain	Level / Proficiency
Leads self	Level - 1	Commissioning & Service Delivery	Band 4 – desirable
Engages other	Level - 2	Contract & Performance Management	Band 4 - desirable
Achieves Outcomes	Level - 2	Collaboration & Stakeholder Engagement	Band 4 - desirable
Drives innovation	Level - 2	Project Management & Governance	Band 4 - desirable
Shapes systems	Level - 2	Probity, Compliance & Risk Management	Band 4 - desirable
Bases decisions on available evidence	Level - 2	Continuous Improvement & Evaluation	Band 4 - desirable

Other

A current driver's licence is desirable and use of a personal vehicle may be required, including travel between workplaces. 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.)