

## Position description

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<b>Position</b>	Manager   Communications and Engagement		
<b>Purpose</b>	To deliver strategic communications and engagement advice to managers and staff across the PHN, while providing advice, support and workload management to the PHN's communications and engagement staff.		
<b>Approval date</b>	11 August 2021	<b>Approved by</b>	Libby Dunstan

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

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

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### **Role-specific**

- plan, lead and manage delivery, evaluation and improvement of the PHN Communications and Engagement strategy and activities, achieving desired outcomes and in accordance with strategic vision, timeline, budget, and funding requirements
- set the policy direction for communications and engagement and manage all activities including public relations, events, co-design processes, consumer and community engagement, design and print production, website design and development, health promotion campaigns, print and electronic publications
- maintain the organisation's corporate brand and style guidelines, in accordance with best practice health literacy and accessibility requirements.

### **Management**

- develop and lead the Communications and Engagement team by providing effective mentoring and professional development opportunities; and applying appropriate recruitment, induction and performance management principles which comply with our policies and procedures
- identify, build and maintain excellent relationships with key stakeholder and partner organisations including health service providers, policy makers, potential funders and governments.

### **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: Executive Manager | Health Systems Improvement

Direct reports: Public Relations Officer; Events and Communications Officer; Publications and Communications Officer; Engagement and Partnerships Coordinator; Program Support Officer | Communications

### **Level of delegation**

(Per Delegation Matrix – CEO to staff)

Level 2 – Managers

## **Key selection criteria**

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

### **Qualifications and experience**

- tertiary qualifications, or equivalent experience, in marketing, communications, engagement or a related field
- skills, knowledge or experience in successfully leading and developing a high-performing team
- significant experience in communications and engagement with a good knowledge of public relations, event management, co-design processes, consumer and carer engagement, website management, digital communication and editorial processes for publication production
- experience in the development and maintenance of strategic, effective relationships and collaborative mechanisms with diverse stakeholders
- excellent verbal and written communication skills with the ability to motivate, influence and gain commitment
- experience or knowledge managing complexity in a changing and often challenging environment.

### **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.)