

## Position description

<b>Position</b>	Project Officer   Communications and Engagement		
<b>Purpose</b>	To coordinate and support the development, implementation and evaluation of communications and engagement projects and initiatives.		
<b>Salary Band</b>	5		
<b>Approval date</b>	24 September 2024	<b>Approved by</b>	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, parts of Somerset Regional Council and Norfolk Island. 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
- Facilitate care closer to home
- Address health gaps and inequities
- Transform and connect primary healthcare
- Drive organisational excellence.

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**

- Assist the team in developing, implementing and assessing communications and engagement projects and initiatives to support promotion of PHN programs and services.
- As directed, provide internal communication activities including but not limited to internal publications or updates for program teams (content review and editing, eDM development, distribution and reporting).
- As directed, provide and support the development and implementation of the organisation's digital communications including website, digital marketing and social media.
- Collaborate with key stakeholders including program teams and external consultants to enhance communication and engagement projects.
- Identify and implement communications and engagement process improvements to continually improve team processes.
- Assist and support the coordination of organisational events and internal team specific training activities with guidance from team members.
- Assist and support publication development and eDM scheduling including distribution list management.
- Assist and support public relations activities including political engagement and calendar management.
- Provide extensive and high-quality administrative support to the Communications and Engagement team as needed.

### **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: None

### **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

- Qualifications or demonstrated experience in providing project management and administrative support across communications and engagement activity including publications, websites, events and public relations in a digitalised environment.
- High level of verbal and written communication skills and understanding of editorial process.
- Intermediate skills in Microsoft Office (Word, Outlook, Excel and PowerPoint).
- Demonstrated experience in using website content management systems, digital marketing systems and social media platforms.
- Experience in working collaboratively across multiple stakeholders to achieve agreed outcomes.
- Knowledge of the primary healthcare industry or ability to acquire that knowledge quickly is highly desirable.
- Experience with using Adobe Acrobat, InDesign, Photoshop and Illustrator is 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 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.)