

Position description

Position	Specialist Officer Media and Communications		
Purpose	To develop and implement public relations and communications strategies with a focus on raising the profile of Brisbane North PHN and its role with key stakeholders, especially government and the media.		
Approval date	3 October 2023	Approved by	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 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

- develop and implement a public relations strategy to support the PHN and its activities including profile building and positioning our role in primary healthcare



- lead the PHN's public relations work, including media liaison, strategic communications and engagement with government stakeholders (Federal and State) and other stakeholders in the primary health, aged and community care sectors and internal coordination across teams within the PHN
- writing, proofing and development of high-quality articles for internal and external publications, website content, media releases, grant submissions and digital communication including social media.
- provide communications support and advice to teams across the PHN
- provide public relations and strategic communications advice to the PHN's senior leaders
- record and report the PHN's PR activities to internal and external stakeholders.

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

- a degree in communications, journalism, public relations or related fields or be able to demonstrate recognised skills and relevant experience.
- at least two years of experience in a similar role
- knowledge and experience in public relations and communications, including media liaison, political engagement and social media
- strong verbal, written and digital communications skills
- ability to produce high quality articles for internal and external publications such as website content, media releases and grant submissions.
- experience developing and implementing communications plans
- advanced skills in Microsoft Word, Outlook, Excel and PowerPoint

- demonstrated understanding of the not-for-profit healthcare industry is desirable
- experience in using eDM marketing and CMS software is desirable
- experience in design, i.e. Adobe Creative Suite (Photoshop and InDesign) is 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.)