

## Position Description

<b>Position Title:</b>	Communications Advisor		
<b>Reports to</b>	Marketing and Communications Manager		
<b>Directorate:</b>	Marketing and Communications		
<b>Business Unit</b>	Marketing and Communications		
<b>Number of Direct Reports</b>	1 FTE	<b>Budget Responsibilities</b>	Nil
<b>EMPHN Classification</b>	Band 3		

<b>Reviewed by:</b>	Megan McCreadie	<b>Date:</b>	13/12/2018
<b>Approved by:</b>	Claire James	<b>Date:</b>	13/12/2018

### About EMPHN

With our partners, we will facilitate health system improvement for people in eastern and north eastern Melbourne. In doing this, our five key strategic priorities will be:

1. **Addressing health gaps and inequalities**
2. **Enhancing primary care**
3. **Leveraging digital health, data and technology**
4. **Working in partnership to enable an integrated service system**
5. **A high performing organisation**

Our four organisational values will underpin all work undertaken by EMPHN and our employees.



<b>Leadership</b>	<i>We champion innovation and embrace change which improves our work. We celebrate and build upon our achievements in health care.</i>
<b>Understanding</b>	<i>We listen and respect all perspectives and seek evidence for a deep understanding of each other and our community.</i>
<b>Outcomes</b>	<i>We are accountable for ensuring value for money for our communities, stakeholders and funding bodies. We focus on high impact, equitable health care solutions that increase efficiency and reduce waste</i>
<b>Collaboration</b>	<i>We enable those who touch the system to design the system through sharing knowledge, evidence and expertise. We work together across teams for shared outcomes.</i>

### Purpose of Position

The Communications Advisor is part of EMPHN's Marketing and Communications Team, which is responsible for providing internal and external communications and marketing services across the organisation.

This role has a particular focus on media management, developing and implementing communications plans and producing high quality written communications for dissemination via a range channels, including our website, intranet, email newsletters, publications and social media channels. It also works with other team members to support a range of projects in areas including marketing, media relations, Ministerial liaison and event marketing.

The Communications Advisor is responsible for leading, coaching and developing the Business Services Officer. The Business Services Officer is responsible for reception and administration for EMPHN.

## Key Relationships and Stakeholders

- All EMPHN employees
- Employees of the Department of Health as required
- External stakeholders as appropriate including media, communication specialists, service providers and other agencies as appropriate

## Accountabilities

- Act to ensure that all communications and marketing materials achieve high standards of effectiveness, brand consistency and accuracy of content
- Write, research, edit and proofread articles and content for a wide range of communications and marketing channels including eNewsletters
- Develop publications for internal and external audiences using a range of templates
- Maintain and provide input into systems for managing organisational information, including databases, websites, intranets and online directories
- Support the Marketing and Communications Team to produce and disseminate a range of publications including brochures, posters and online information
- Support internal communications initiatives including monthly staff meetings
- Support management of social media
- Undertake proactive and reactive media relations
- Ensure EMPHN presents itself consistently and professionally to stakeholders by overseeing a professional and efficient reception and administration function
- Other duties as required

## Team

- Participate in regular reviews of performance and demonstrate a willingness to close learning and capability gaps.
- Participate in regular team meetings and other organizational and stakeholder meetings as required.

## Organisational

- Work towards the achievement of EMPHN Mission and Vision and the attainment of our key Strategic Priorities.
- Comply with all EMPHN's policies and procedures
- Work in a manner which upholds EMPHN Values of **Leadership**, **Collaboration**, **Outcomes** and **Understanding**.
- Maintain strict confidentiality while employed at EMPHN, and at times thereafter, as to the organisation's membership list, data, operating procedures, financial and employee information.

## Health and Safety

- Adhere to all EMPHN Health and Safety policies and procedures and any relevant legislation regarding health, safety and environment.
- Take all reasonable care for your own and other's Health and Safety.

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- Take a proactive approach to EMPHN health and safety initiatives.

### Qualifications

- Relevant qualifications in communications, marketing or a related discipline and/or demonstrated professional experience in marketing, communications, public relations or journalism

### Knowledge, Skills & Experience

- High level writing, editing and proofreading skills across a range of target audiences and channels
- High level interpersonal and relationship development skills
- Demonstrated ability to support and manage projects that involve multiple stakeholders
- Demonstrated ability to provide leadership and managerial responsibilities
- Demonstrated ability to prioritise competing demands and manage workload issues
- Experience with online communications, including websites, email marketing and social media
- Experience working in a not-for-profit organisation or the health sector is highly desirable
- Knowledge of Adobe Creative Suite, Microsoft Dynamics CRM, Mail Chimp, Microsoft SharePoint and Craft CMS is highly desirable
- Strong problem solving skills and a proactive and collaborative way of working within and across teams
- Attention to detail
- Integrity and personal accountability
- Current Australian driver's license and willingness to undergo a criminal history record check