

## Position Description

<b>Position Title:</b>	Manager Communications – My Health Record (Vic&Tas)		
<b>Reports to</b>	Manager Marketing and Communications		
<b>Directorate:</b>	Marketing and Communications		
<b>Business Unit</b>	Marketing and Communications		
<b>Number of Direct Reports</b>	To be determined	<b>Budget Responsibilities</b>	To be confirmed
<b>EMPHN Classification</b>	Band 5		

<b>Reviewed by:</b>	Megan McCreadie – HR Business Partner	<b>Date:</b>	24/10/2017
<b>Approved by:</b>	Claire James – Manager Marketing & Communications	<b>Date:</b>	24/10/2017

### 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 are:

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

My Health Record is a secure online summary of your health information. You can control what goes into it, and who is allowed to access it. You can choose to share your health information with your doctors, hospitals and other healthcare providers. The Australian Digital Health Agency (the Agency) is a Commonwealth Agency and is the System Operator of the My Health Record.

The Australian Government has committed to creating a My Health Record for every Australian by the end of 2018, unless they choose not to have one. This is an important initiative and will require communications efforts at a local, regional and national level to ensure all consumers are informed about the expansion. Eastern Melbourne PHN has been identified as a key delivery partner for activities across Victoria and Tasmania

# Position Description

As the Manager, Communications My Health Record (Vic & Tas), you will lead the delivery and implementation of communication and media engagement activities for the My Health Record expansion on behalf of Victoria and Tasmania. This position will be responsible for overseeing the design and delivery of a multi-channel media strategy for Victoria and Tasmania that integrates and is consistent with other national, state or territory engagement activities.

## Key Relationships and Stakeholders

- Australian Digital Health Agency
- All Victorian and Tasmanian PHN's
- EMPHN employees

## Accountabilities

You will be tasked with designing the communication and media engagement plan for your region. The plan will demonstrate how you will engage with the community through a variety of channels to raise awareness of the My Health Record expansion in 2018. You will work closely with each PHN in Victoria and Tasmania to achieve your objectives, as well as the Agency's My Health Record communications team.

The Agency will provide a national communications strategy, which will inform the development of the Victoria and Tasmania Regional Communications Strategy. Your plan will take into account the demographics of your region, including any vulnerable or priority groups that need to be prioritised to achieve high consumer awareness. The Agency will also provide creative collateral to support your activities, but you will be expected to identify any bespoke collateral requirements and provide ongoing feedback on their effectiveness.

The Manager Communications, My Health Record (Vic & Tas) will provide experience, knowledge and skills, including, but not limited to:

- Supporting the development and execution of the regional My Health Record media relations activities and social media (paid and organic)
- Identifying, developing and implementing an effective regional plan utilising multiple channels for key media placement opportunities to reach consumers across a variety of audiences
- Budget management and project reporting
- Modifying, editing and placing media releases and editorial content
- Reporting data from activities, using evaluation and information feedback channels provided by the Agency
- Supporting media management in line with Agency policies
- Drafting and/or editing speeches, media releases and presentations
- Adhering to the Agency's communications strategy and style guide
- Supporting local PHNs in Victoria and Tasmania to engage with local consumer groups and undertaking activities at local events
- Responding to routine inquiries, including identifying potential issues
- Establishing and maintaining strong relationships with the Agency's My Health Record communications team, all Victoria and Tasmania PHNs and other key stakeholders

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- Supporting the broader communication and engagement activities of the My Health Record PHN teams as required
- Overseeing the implementation of any advertising or PR campaign developed as part of the strategy
- Identifying hot topics or negative consumer sentiment which may require proactive liaison/management with the central team
- Other tasks 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.
- Take a proactive approach to EMPHN health and safety initiatives.

## Qualifications

- Tertiary qualifications and/or experience in journalism, public affairs or communications

## Knowledge, Skills & Experience

- Experience in similar roles, including specifically demonstrated skills in developing and implementing media engagement strategies that reach a variety of target audiences
- Exceptional verbal and written communication skills, able to explain concepts in an accessible manner
- Experience working across multiple priorities
- Ability to work within and across teams and adapt quickly to a changing environment
- Excellent attention to detail and experience meeting a range of reporting requirements
- Experiencing managing at least one direct report