

Position Description

Position Title:	Lead – Communications, My Health Record		
Reports to	Manager – Communications and Marketing		
Directorate:	Communications and Marketing		
Business Unit	Communications and Marketing		
Number of Direct Reports	0	Budget Responsibilities	0
EMPHN Classification	Band 4		

Reviewed by:	Megan McCreadie- HR Business Partner	Date:	24/10/2017
Approved by:	Claire James – Manager Marketing and Communications	Date:	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.



Leadership	<i>We champion innovation and embrace change which improves our work. We celebrate and build upon our achievements in health care.</i>
Understanding	<i>We listen and respect all perspectives and seek evidence for a deep understanding of each other and our community.</i>
Outcomes	<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>
Collaboration	<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 local communications in our region.

As the Lead - Communications, My Health Record, you will lead the delivery and implementation of local community engagement and communications activities for the My Health Record expansion on behalf of

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Eastern Melbourne PHN. This position will be responsible for delivering stakeholder and community engagement activities, including organising and delivering events, and requires excellent communication and organisation skills.

Key Relationships and Stakeholders

- All EMPHN staff, including Executive and Management teams
- External stakeholders such as members of the community and primary health care sector
- Australian Digital Health Agency communications team

Accountabilities

You will be tasked with identifying and engaging with the community through a variety of channels to raise awareness of the My Health Record expansion in 2018. You will work closely with the Agency's My Health Record communications team, who will assist you in developing and implementing your local engagement plan. Additionally, you will be expected to work with counterparts in other PHNs and stakeholders to achieve your objectives.

The Agency will provide a national communications strategy, which will inform the development of your local community engagement plan. Your local 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 – printed and digital – to support your activities, but you will be expected to identify any bespoke collateral requirements and provide ongoing feedback on their effectiveness.

The duties for the EMPHN Communications Lead may include:

- Developing and implementing an effective local communications and community engagement plan using local channels including online, face-to-face, print and other local channels to reach consumers
- Establishing and maintaining strong relationships with other PHNs, key stakeholders, consumer peak bodies, community organisations and the Agency's My Health Record communications team
- Reporting data from communications and engagement activities, using evaluation and information feedback channels provided by the Agency and respond to changes as required during the campaign
- Engaging with local consumer groups, delivering presentations and undertaking other communications activities at local events, including establishing EMPHN events with priority consumer groups and healthcare providers such as GPs and pharmacists
- Disseminating communication collateral to consumers – via digital and hard copy
- Identifying local My Health Record consumer success stories and communicating these to the Agency team
- Building relationships with healthcare providers and providing information regarding resources available to them, as well as ensuring they receive collateral which the Agency will issue to them directly
- Responding to routine inquiries, including identifying – and assisting to manage – potential issues
- Supporting the broader communication and engagement activities of the My Health Record expansion as required.

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- Complying with My Health Record templates and brand identity across all channels

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

- Graduate or postgraduate qualifications in communications, or other relevant discipline are desirable

Knowledge, Skills & Experience

- Experience in similar roles, including specifically demonstrated skills in community and stakeholder engagement
- Excellent verbal and written communication skills, including experience delivering small-group presentations and responding to queries
- Ability to work within and across teams and adapt quickly to a changing environment
- Experience planning and managing events at a local level
- Ability to identify and effectively manage issues
- Excellent attention to detail and experience meeting a range of reporting requirements
- Relevant healthcare sector experience and understanding of state and/or Commonwealth government is desirable.