

<b>Position Title:</b>	Manager Communications and Engagement
<b>Reports to</b>	Chief Executive Officer
<b>Unit</b>	Marketing and Communications

## 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 organisational values underpin the work we do.



## Purpose of Position

This position is responsible for leading, developing, implementing and evaluating EMPHN's communications, engagement and marketing strategies. Reporting to the Chief Executive Officer and working closely with the Board and Executive Leadership Team, this position will provide tangible advice and support to position EMPHN and commissioned services to relevant stakeholders and the community. This will include providing specialized advice on stakeholder engagement and support for collaboration with external agencies, government and other relevant stakeholders. Working across the whole of the organization the specific areas of focus for this role and the small marketing and communications team it leads include: marketing, internal communications and change management, digital communications, events, stakeholder engagement and media relations.

## Key Relationships and Stakeholders

Internal	External
<ul style="list-style-type: none"> <li>• All EMPHN employees including CEO, Executive Leadership Team, Managers and employees</li> <li>• EMPHN Board and Committees</li> <li>• EMPHN's Clinical Council and Community Advisory Committee</li> </ul>	<ul style="list-style-type: none"> <li>• Commonwealth Department of Health and Victorian Department of Health and other funding agencies</li> <li>• Local Government Agencies, Members of Parliament and their representatives</li> <li>• Media agencies</li> <li>• EMPHN Commissioned providers</li> <li>• Hospitals and Local Health Networks</li> <li>• Universities, local collaboratives and other business partners (eg Outcome Health)</li> </ul>

## Key Accountabilities

### Stakeholder Engagement and Relationship Management

- Provide advice to the CEO, Chair and Board on the full range of communications, engagement and marketing for EMPHN, including issues and media management
- Working cross organisationally, lead engagement with EMPHN's Clinical Council and Community Advisory Committee
- Work in conjunction with members, partner organisations and providers to plan, implement, monitor and evaluate activities developed in order to achieve communication and marketing objectives
- Develop and implement communications and engagement strategies for EMPHN and marketing campaigns for EMPHN funded services as required
- Be the first point of call for all media enquiries
- Market and promote activities, projects and services to members, partner organisations, providers and external agencies
- Represent EMPHN at meetings with MPs, partner organisations, local providers and community members as well as with government and non-government agencies and representatives
- Build and maintain strong relationships with stakeholders, including partners, service providers, community groups and individuals to deliver innovative solutions
- Ensure engagement within the organisation as a subject matter expert and key resource in relevant activities and programs
- Engage with stakeholders and build relationships with both internal and external stakeholders in a manner consistent with EMPHN values to meet EMPHN strategic goals
- Promote a positive image the organisation and actively promote and positively contribute to the identity and reputation of EMPHN

### Leadership and Management

- Provide day to day management, leadership and mentoring to the team to empower and continuously improve EMPHN's human capital including the monitoring and evaluation of individual performance, professional development and knowledge management
- Provide guidance and direction to delivering on business priorities and organisational and operational goals in an innovative manner. Including the establishment of priority and scheduling of work tasks and projects within the team to ensure work priorities are completed on time and within budget
- Prepare and present regular reports on communications actions to the CEO, Board and Government
- Promote and ensure that the team engages and partners across the organisation in a highly effective, customer focused and responsive manner
- Ensure regular opportunities for team building, communication and professional development activities for the team
- Maintain staff wellbeing ensuring adherence to EMPHN Code of Conduct, Health and Safety and related policies and that any issues are responded to appropriately
- Manage financial outcomes of the activities and programs ensuring operating budget and financial objectives are met
- Ensure responsible financial management of funds through responsible spending and adherence to financial management policies and procedures
- Ensure that activities and programs have appropriate governance structures ensuring risks are identified and managed in accordance with EMPHN policies and procedures

# Position Description

## Business Improvement and Innovation

- Drive the team to engage and integrate all activity and project deliverables to align with organisational objectives
- Identify opportunities for innovation and continuous improvement to strengthen EMPHN's position and delivery of outcomes

## Organisational

- Model a proactive, practical and positive approach to health, safety, wellbeing and environment
- Enhance EMPHN's culture through modelling standards of behaviour consistent with EMPHN's values and enable a culture of high performance
- Ensure EMPHN's work and services embrace safety, equity, diversity and inclusion
- Actively participate, engage and comply with all EMPHN's policies and procedures

## Qualifications

- Relevant qualifications in communications or marketing or a related discipline required
- Qualifications in IAP2 advantageous.

## Knowledge, Skills & Experience

- Experience in developing integrated communications, engagement and marketing strategies
- Experience in operationalizing communications, engagement and marketing strategies into campaigns to build profile of an organisation
- Issues and media management experience
- Demonstrated understanding of the full spectrum of digital communications – social media, EDM newsletters, intranet and website channels – and experience in managing and delivering internal and external digital based communications including using analytics to measure performance and influence strategy
- Previous change management experience on projects of comparable size and complexity
- Extensive stakeholder engagement experience, preferably in the development and implementation of organisational change strategies, and stakeholder and community consultation programs
- Demonstrated capacity to exercise sound judgement, discretion and political awareness in dealing with stakeholders representing diverse interests and agendas
- Ability to provide cross organisational engagement support and expertise in co-design
- Events management experience incorporate engagement and education events
- Superior verbal and written communication skills to enable ideas and opinions to be expressed clearly and effectively, and to enable the preparation of well-structured, accurate and concise communications and tell compelling stories
- Strategic thinking and decision-making skills
- Strong interpersonal and influencing skills to gain the acceptance and support of ideas and cooperation of others
- Strong analytical problem solving skills with the ability to analyse issues and provide advice upon which decisions can be based
- Experience developing and managing corporate brand, and design and publications
- Demonstrated experience in leading and mentoring teams to improve performance, innovation and efficiency
- Ability to build and maintain strong collaborative business relationships for the benefit of the organisation
- Capability and experience in leading and implementing change management
- Demonstrated understanding and capability in planning, implementing and evaluating programs and projects to meet organisational outcomes
- Ability to be agile and flexible in approach to work with a continuous improvement mindset
- Experience in the health sector is welcomed but not mandatory