

# Position Description

<b>Position Title</b>	<b>Communications and Engagement Officer</b>
<b>Reports to</b>	Communications and Stakeholder Engagement Manager
<b>Business Unit</b>	Communications and Engagement
<b>EMPHN Classification</b>	Band 3, Full Time

## 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

The Communications and Engagement Officer role is focused on turning program content into content suitable for external audiences across the full range of channels. Reporting to the Communications and Stakeholder Engagement Manager and working closely with a wide cross section of internal and external stakeholders, the Officer will provide proactive communication planning and high-quality outputs of content to position all EMPHN Business Units and to relevant stakeholders and the community.

With the guidance of the Manager and Executive Director, the Officer is responsible for end-to-end communication advice, planning and execution across all Business Units. Working with the Communications & Stakeholder Engagement Manager, this role will business partner with key areas of the organisation to provide excellence in communications and engagement advice, plans and outputs across all Business Units.

The position is part of the Communications and Engagement team and works closely with the wider team and the organisation to support a range of activities and initiatives, in line with strategic and operational plans.

## Key Relationships and Stakeholders

### Internal

- Communications and Engagement Team
- Portfolio and Program Teams
- Support Functions
- Other EMPHN employees and contractors

### External

- Service Providers across EMPN catchment
- Agencies and freelancers
- Media, website agencies and social media providers
- Other external agencies

## Key Accountabilities

### Communications, Planning and Execution

- With support from the Communications & Stakeholder Engagement Manager, develop end-to-end communications and stakeholder plans to support the objectives of each portfolio and program area within the remit.

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- Develop well written content across all communication channels (including but not limited to website, internal comms, events, launches, media, stakeholder briefings, social media etc).
- Provide clear briefings to any external agencies or partners on work.
- Work to develop clear plans with outputs and timeframes.
- Develop content suitable for each channel, in a timely and engaging manner for social media.
- Ensure strong content writing is maintained across all channels and for all Business Unit, as required for each channel.
- Ensure the organisation's website is kept up-to-date and provide relevant, engaging content optimised for the web. Responsibility for sourcing, writing, and managing content for EMPHN News – a new thought leadership newsletter.
- Work closely with the Communications and Engagement Coordinator to provide guidance and relevant content for publication across a variety of channels.

### Business Partnering

- Develop and manage workplans for each portfolio and program area within the area of responsibility, within the overarching communications and engagement strategy developed by the ED, and with the guidance and support of the Manager.
- Work with relevant teams across the organisation to develop campaign plans which include events, oversee the development and rollout of these events with the support of the Communications & Engagement Coordinator.
- Ability to provide end to end support for communications and engagement, including planning, advice and execution across all channels.

### Internal communications

- With guidance from the ED and direct, prepare relevant content, slides etc for all staff monthly meetings and content articles for the fortnightly newsletter.

### Innovation and Improvement

- In collaboration with the Manager, identify improvement and innovation opportunities and ensure follow through and implementation.
- Contribute to continuous improvement in quality and outcomes.
- Work with the Communications and Engagement team to improve and streamline processes and systems as required.
- Contribute to identification, management and mitigation of risks in line with risk management policies and procedures.
- Contribute to processes, policies, systems and applications to deliver improvements, innovation and productivity savings.

### Project management

- Manage key contained projects in collaboration with the Manager, including managing external parties where required.
- Development of project management documentation including briefs, timelines and reporting, and the management of these.

### Qualifications

- Relevant tertiary qualifications in communications, marketing or a related discipline.
- Demonstrated experience in development execution and measurement of end-to-end communication strategies.
- Working knowledge of Canva, Wordpress, Sprout Social would be advantageous.

### Knowledge, Skills & Experience

- Demonstrated significant experience in developing and executing integrated communications and engagement strategies that have had impact.
- Working as a business partner within an organisation, with support, as required by the direct Manager.
- Excellent writing and editing skills, with capability in effective proofreading across a range of target audiences and channels.
- Strong demonstrable skill in content development writing with strong attention to detail and narrative required.
- Strong analytical problem solving and critical thinking skills with the ability to analyse issues and provide advice upon which decisions can be based.

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- Experience providing advice as a business partner/consultant to internal stakeholders and/or external clients on communication issues.
- High level analytical skills to distil data and recommend continuous improvements.
- Demonstrated ability to support and manage projects that involve multiple stakeholders.
- Demonstrated ability to plan and prioritise competing demands and manage workload.
- Building partnerships with key internal and external stakeholder to enable deliverables to be achieved.
- Strong interpersonal and influencing skills with a proven ability to gain the acceptance, support and cooperation of others to enable delivery of outcomes in communications and stakeholder engagement.
- Superior verbal communication skills to enable ideas and opinions to be expressed clearly and effectively.
- Ability to be agile and flexible in approach to work with a continuous improvement mindset.
- Experience in the health, not for profit or governments sectors is highly regarded.

### Approval and Review

<b>Approved by</b>	Natasha Levy, ED Communications and Engagement	<b>Date:</b>	18 March 2024
<b>Signature</b>			
<b>Next Review Date</b>	March 2025		