

POSITION DESCRIPTION



Communications Officer

Portfolio: Strategy, Planning and Performance

Team: Communications

Reports to: Strategy and Engagement Manager

Direct reports: Nil

Dated: 24 November 2023

Position Purpose

The Communications Officer contributes to the planning, development and implementation of proactive and reactive media and communications strategies.

The Communications Officer is responsible for developing and delivering communications and marketing strategies and activities, which includes project managing the production of publications and collateral; copywriting and editing; and supporting the delivery and integration of social media and online activity.

The role also provides guidance and support to internal business units to implement best practice communications. The role also needs to demonstrate a high level of responsiveness, flexibility, resilience and client focused service that meets the fluidity and diversity of the audience and constantly changing priorities.

Key Responsibilities and Outcomes

To ensure the organisation works effectively to achieve its strategic objectives and business plan, each team member has responsibility for a range of activities and outcomes. These role specific responsibilities and outcomes are reviewed once a year formally via performance reviews, and on an ongoing basis between team members and managers.

Role Specific

- Contribute to the development and implementation of proactive media strategies for significant commissioning projects.
- Work with key business unit leaders to identify emerging issues, key messages and positive media opportunities that highlight the effectiveness, value and diversity of Adelaide PHN.
- Develop, write, edit and distribute clear and succinct media and communications content that is tailored to the audience and communication channel.
- Monitor media reports and preparing media summaries and advise the Strategy and Engagement Manager of emerging issues.
- Respond accurately and effectively to urgent requests for information with tight deadlines.
- Work with internal stakeholders to support Adelaide PHN's external communications strategy, providing guidance and support to internal business units to implement best practice communications.

- Research, write, edit and deliver high-quality internal and external communication materials including speeches and presentations, newsletters, scripts, brochures, correspondence and digital content.
- Assist, as required, with the planning and execution of significant Adelaide PHN events/activities.

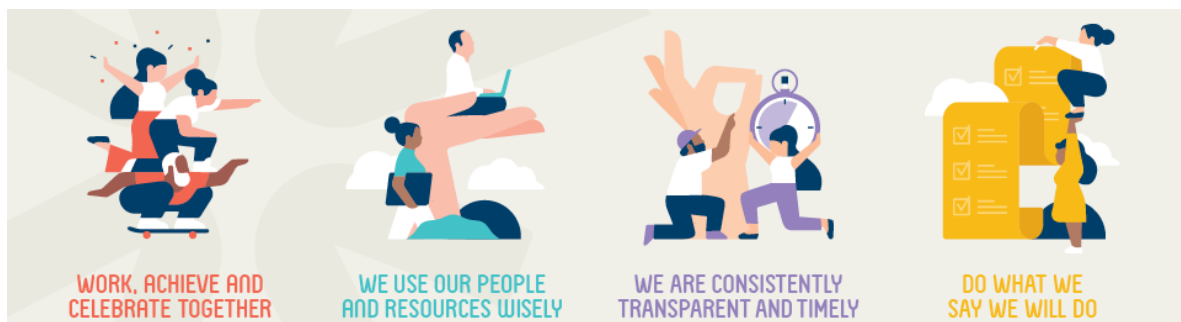
Organisation Wide

- Proactively work in a way that directly supports Adelaide PHN strategic objectives.
- Engage internal and external stakeholders at all levels with respect, collaboration and cultural sensitivity.
- Commitment to embedding reconciliation initiatives into business and our everyday work in line with our Adelaide PHN Innovate Reconciliation Action Plan.
- Ensure best practice processes across all areas of responsibilities and identify opportunities for innovation and continuous quality improvement.
- Regularly attend team and staff meetings and participate in working groups (as applicable).
- Comply with reporting requirements as directed by your manager.
- Perform other reasonable duties as required to meet organisational objectives.

Core Competencies

Stepping 4ward – Our Behaviours

All employees of Adelaide PHN are expected to contribute to the collective achievements of our organisation through promoting and committing to our Stepping 4ward culture program and demonstrating our signature behaviours in the way we work with each other, our stakeholders and our community.



Skills, Experience and Qualifications

Experience

The knowledge, skills, experience and qualifications for this role are:

- Tertiary qualifications in communications, marketing, business, journalism, public relations or related field (or equivalent experience or internship).
- At least 2+ years' experience in a similar communication focused role.
- Demonstrated ability to deal with confidential and sensitive matters.
- Demonstrated knowledge of corporate communications tools including web, social media and print mediums.

- Proven ability to undertake end to end project management of all communications activities whilst ensuring brand presence.
- Demonstrated ability to work independently, under broad direction, and exercise significant judgement, initiative and delegated authority in identifying and managing competing priorities to achieve objectives and meet critical deadlines in a demanding environment.
- Ability to clearly and effectively translate program material language into targeted communication products such as videos, fact sheets, newsletter stories, and content for online/social media channels.
- Collaborate with external creative agencies to support tailored campaigns and deliver impactful marketing strategies.

Desirable

- Demonstrated experience in the use of online systems/software used for digital campaign delivery (e.g., mailchimp and Dynamics 365).
- Experience in presentation design and visual communications collateral creation with Adobe Creative Suite (InDesign, Illustrator, Photoshop) is highly desirable.
- Experience with event management is highly desirable.

Other Requirements

Organisation wide

- A current and acceptable National Police Check certificate.
- A current Driver's Licence is desirable (role-dependant) and use of a personal vehicle may be required occasionally (work-related mileage will be reimbursed at relevant ATO rates).
- Understand and comply with the Adelaide PHN Code of Conduct, Frameworks, Policies and Procedures.
- Participation in organisation-wide learning and development activities.
- Ensure that the organisation and primary health care is promoted in a positive manner.
- Understanding of and proactive approach to work health and safety, specifically taking responsibility for the health and safety of self and others.
- Deal with sensitive information in a confidential and professional manner.
- Knowledge, understanding of and adherence to relevant legislation applicable to employment at Adelaide PHN and as stated in organisational Policies and Procedures.

Special Conditions (if any)

- Nil

Date	Version	Author	Reason for change
27/11/2023		Christine Bell	Review and update