

Position Title: **Communications Officer – Grampians Public Health Unit**

Campus: Mt Helen (Ballarat) with hybrid work arrangements available

Directorate: Chief Medical Office

Department: Grampians Public Health Unit (GPHU)

Reporting to: Director Population and Public Health

Appointment Terms/Conditions:

Classification and Code: Admin Grade 4 (HS4)

Enterprise Agreement: Health & Allied Services, Managers & Administrative Workers (Victorian Public Sector) (Single Interest Employers) Enterprise Agreement

ORGANISATIONAL INFORMATION

Established in January 2021, the Grampians Public Health Unit (GPHU) is one of Victoria's nine local public health units. Hosted by Grampians Health, GPHU provides public health leadership across the Grampians region, supporting communities across 11 local government areas.

GPHU's purpose is to promote health, prevent disease and protect the health and wellbeing of communities throughout the region. Its work spans communicable disease surveillance and control, outbreak prevention and response, health promotion, disease prevention, population health initiatives, emergency and reactive communications, and support for evidence-based local public health action.

The unit works closely with the Victorian Local Public Health Network, the Victorian Department of Health, health services, primary health network, local government, aged care and disability providers, emergency services, education providers, community and cultural organisations, businesses, and other regional partners. This partnership-based approach ensures public health messages, campaigns and responses are tailored to local communities and delivered in ways that are timely, trusted, accessible and effective.

For more information, visit www.grampianshealth.org.au and [Grampians Public Health Unit](#) .

Collaboration	Compassion	Accountability	Respect	Innovation
<i>We are stronger together.</i>	<i>We show that we care.</i>	<i>We do what we say and say what we do.</i>	<i>We appreciate and value all people.</i>	<i>We adapt and innovate to achieve best outcomes.</i>
Recognising and utilising strengths to share knowledge, solve problems, build relationships and deliver the best outcomes possible.	All people deserve to be treated with compassion, kindness and empathy.	Openness, honesty and transparency support us to be courageous, take responsibility for our actions and follow through on our commitments	Our actions and words reflect our commitment to a safe and fair health service for all.	Every day, we apply expertise and integrity to make responsible choices, always striving for continuous improvement.

POSITION PURPOSE

The Communications Officer – Grampians Public Health Unit is a key operational role responsible for creating media, marketing, communications content, alongside contributing to strategic planning and stakeholder engagement activities to support the purpose, reputation and public health objectives of GPHU.

The position will develop and deliver strategic, timely and evidence-informed communications that promote health, prevent disease and support the health and wellbeing of communities across the Grampians region. This includes supporting health protection, prevention and population health campaigns; developing targeted communications for diverse audiences; coordinating media and public information activities; and strengthening GPHU's profile as a trusted source of local public health information.

Reporting directly to the Director Population and Public Health, the communications officer works closely with and is supported by GPHU leadership, public health physicians, health protection, population health and operations teams to inform content and priorities. The role provides opportunities for creativity in delivering strategic communications for the Grampians region. The communications officer will use multiple media platforms, such as social media, print media, radio, television and out-of-home campaigns, to deliver public health communications for a range of diverse stakeholders.

The position also liaises with the Department of Health, Victorian local public health units, local government, regional health and community partners, media outlets and other stakeholders to support coordinated and consistent public health messaging.

Grampians Public Health Unit communications sit under the broader Grampians Health banner, and the Communications Officer will work closely with the Grampians Health Public Relations and Engagement teams to ensure public facing content aligns with overarching health service requirements and expectations.

The role requires the ability to work independently and strong writing, judgement, cultural sensitivity, stakeholder management and campaign delivery skills, with the ability to translate complex public health information into clear, accessible and engaging content for community, partner, and media audiences.

KEY ACCOUNTABILITIES

- Develop and implement media, marketing, communications and engagement strategies in collaboration with the GPHU specialist staff that builds community awareness of public health priorities across the Grampians region.
- Plan and deliver digital, social, print and traditional communications activity, including website content, newsletters, social media, media materials, stakeholder packs, brochures, fact sheets, advertising and campaign collateral.
- Support health protection, prevention and population health campaigns by developing targeted communications that promote healthy behaviours, support disease prevention and improve access to trusted public health information.
- Work closely with GPHU leaders, public health physicians, health protection staff, population health teams and campaign leads to translate technical or clinical information into clear, accessible messages for community, stakeholder and media audiences.
- Develop and maintain campaign plans, communication schedules, key messages, stakeholder distribution lists and reporting processes for GPHU campaigns and priority public health activities.
- Work collaboratively with the Grampians Health Public Relations Team to plan proactive media activity, prepare public information materials and ensure GPHU communications align with the Grampians public health unit brand, values, media processes and organisational communication standards.
- Independently prepare high-quality written, visual and multimedia content, including media releases, speaking points, social media posts, website content, articles, newsletters, stakeholder updates, speeches, briefings, photography, basic videography and Canva materials.

- Plan, place and monitor paid social media advertising to support targeted public health campaigns, community awareness and regional engagement.
- Build and maintain effective working relationships with local media, councils, community organisations, health providers and other regional partners to support coordinated public health messaging.
- Support the GPHU quarterly and annual reporting and provide high-quality accurate reports on the related KPIs.

As Required

- Work collaboratively with the GPHU team in the fast-paced environment of GPHU to support urgent, emergency and reactive communications relating to public health incidents, outbreaks, communicable disease risks, environmental health issues and other emerging public health matters.
- Work with GPHU leaders, the Department of Health and Grampians Health Public Relations to prepare timely public information, media responses, holding lines and stakeholder updates during periods of heightened public health risk.
- Support GPHU participation in regional events, expos, forums and education activities, including development of event materials, talking points, signage, collateral and post-event communications.
- Provide communications support outside usual business hours where required for urgent public health matters, events or media activity.
- Travel across the Grampians region may be required from time to time.
- Any other relevant duties asked by the Director Population and Public Health – GPHU

KEY SELECTION CRITERIA

The successful candidate will have excellent communication, interpersonal, stakeholder management and judgement skills, with the ability to work effectively in a complex, fast paced and regionally dispersed public health environment. They will have a strong understanding of digital and traditional media, campaign planning, community engagement and issues management, and the ability to develop communications that are clear, accurate, trusted and accessible.

Essential Criteria (necessary for the role):

1. Tertiary qualifications in communications, social media, multimedia, or related field and proven extensive experience in developing and delivering communications, media, marketing or engagement strategies for complex programs, campaigns or services.
2. Excellent writing, editing and proofing skills, with the ability to turn complex, technical or sensitive information into clear and accurate content for different audiences.
3. Ability to independently develop written, visual and multimedia content that is clear, engaging and aligned to brand, tone and key messages (Experience with Canva, Adobe or similar tools essential).
4. Strong knowledge of social media, digital channels, content development and planning, paid social media advertising, including Meta, and online community engagement.
5. Strong project and campaign operational coordination skills, including planning, implementing, tracking actions, managing stakeholders, using Google Analytics and other metrics, and preparing regular performance reports.
6. Ability to manage competing priorities, meet tight deadlines and maintain accuracy, judgement and professionalism under pressure and working in fast paced front line public health unit.

7. Proficient in Microsoft office (e.g. Word, Excel, Visio, PowerPoint) and Microsoft 365 platforms (e.g. Teams and SharePoint).
8. Technical proficiency - able to work creatively with a variety of platforms, contexts and tools; holding a satisfactory level of technical and professional skill or knowledge in position related areas

Desirable: Experience working in the health sector or similar settings.

Personal attributes

- **Adaptability** - Maintaining effectiveness when experiencing major changes in work responsibilities or environment; adjusting effectively to work within new work structures, processes, requirements, or cultures.
- **Collaboration** - Ability to partner effectively in teams and share responsibilities and ideas to achieve desired outcomes; working respectfully with others from a range of diverse backgrounds.
- **Creativity and agility**- introduce innovative solutions and ideas into the work with enthusiasm towards the requirements of a contemporary local public health unit.
- **Decision Making** - Identifying and understanding issues, problems, and opportunities; comparing data from different sources to draw conclusions; using effective approaches for choosing a course of action or developing appropriate solutions; taking action that is consistent with available facts, constraints, and probable consequences.
- **Gaining Commitment** - Using appropriate interpersonal styles and techniques to gain acceptance of ideas or plans; modifying one's own behaviour to accommodate tasks, situations, and individuals involved.
- **Initiating Action** -Taking prompt action to accomplish objectives; taking action to achieve goals beyond what is required; being proactive
- **Managing Work** - Effectively managing one's time and resources to ensure that work is completed efficiently

ORGANISATIONAL REQUIREMENTS

- Grampians Health is committed to a consumer centred approach in the provision of health care and services, consistent with our values, purpose and vision. It is expected that team members demonstrate the core values of consumer centred care in every interaction.
- All team members of Grampians Health are responsible for supporting the safety, participation, wellbeing and empowerment of children.
- Quality care is a strategic and operational priority at Grampians Health, achieved through our Governance Framework.
- Participation in the Grampians Health integrated quality improvement and risk management systems by being aware of responsibilities to identify, minimise and manage risks and identifying opportunities for continuous improvement in your workplace through communication and consultation with managers and colleague.
- You must ensure that the affairs of Grampians Health, its patients, clients and staff remain strictly confidential and are not divulged to any third party except where required for clinical reasons or by law. Such confidentiality shall extend to the commercial and financial interests and activities of Grampians Health.
- In accordance with current legislation and organisational policy, employees must be willing to undertake and maintain a police check, working with children check and where necessary an NDIS Worker screening check. Ongoing employment will be dependent on the provision of satisfactory checks.

OTHER RELEVANT INFORMATION

- At Grampians Health we recognise and respect diversity. Each person has a right to high-quality health care and opportunities regardless of diversity factors which might include aspects such as cultural, ethnic,

linguistic, religious background, gender, sexual orientation, age, and socioeconomic status. Inclusiveness improves our service to our community and promotes engagement amongst Grampians Health employees.

- All Grampians Health employees are required to take reasonable care of their own health and safety in the workplace as well as take reasonable care for the health and safety of others who may be affected their acts or omissions. Persons with delegated management functions have an additional duty to provide and maintain a working environment that is safe and free of risks to health, so far as is reasonably practicable in areas where they have management or control. All employees have a duty to report issues they cannot rectify, follow all existing Grampians Health policies and protocols relating to health, safety, wellbeing and injury management and cooperate with any action taken by Grampians Health to comply with the OHS Act or Regulations.
- Statements included in this Position Description are intended to reflect in general the duties and responsibilities of this position and are not to be interpreted as being all inclusive.
- Management may alter this Position Description if and when the need arises. Any such changes will be made in consultation with the affected employee(s).
- An annual performance review will occur with your Manager. Your performance review is intended to be a positive discussion, outlining the key roles and responsibilities outlined in this Position Description. The performance review discussion provides an opportunity to clarify your role, revise key performance activities and identify any objectives or goals for the year ahead.