

Position Title: Communications and Media Officer

Campus: Ballarat

Directorate: Medical

Department: Grampians Public Health Unit

Reporting to: Director Population and Public Health

Direct Reports: None

Appointment Terms/Conditions:

Classification and Code: HS4

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

ORGANISATIONAL INFORMATION

Grampians Health was established on 1 November 2021. Drawing on a regional history of over 150 years, we provide service to over 250,000 Victorians, operate across 21 campuses and sites, and employ more than 7,000 dedicated professionals. Our values reinforce our commitment to providing high-quality, accessible healthcare services close to home. Our mission is to serve the communities of the Grampians region with comprehensive care, ensuring every individual receives the attention they deserve. For more information, visit www.grampianshealth.org.au.

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.

About Grampians Public Health Unit

Established in January 2021, the Grampians Public Health Unit (GPHU) serves as one of Victoria's nine designated local public health units within the state-wide public health system. Hosted by Grampians Health, the GPHU operates with a distinct mandate and regional scope to provide comprehensive public health

leadership across the entire Grampians catchment. As the designated public health unit for the Grampians region, the GPHU is responsible for delivering public health functions across all 11 Local Government Areas within its catchment. This regional responsibility encompasses communicable disease control, health promotion, environmental, and disease prevention for more than 250,000 residents across the 47,000 square kilometer catchment.

The GPHU's purpose is to promote health, prevent disease and protect the health and well-being of all communities throughout our region. We achieve this by leading work to regionalise the response to containing and controlling communicable conditions, as well as promoting health and wellbeing outcomes that matter to people, communities, and the environment across our extensive geographic catchment.

The GPHU works in close collaboration with the Victorian Local Public Health Network and the Department of Health. In fulfilling our comprehensive public health mandate, the GPHU coordinates regional responses to communicable diseases, leads preventative health initiatives, and promotes health and wellbeing across all communities throughout the Grampians region, working alongside diverse stakeholders in every part of our catchment.

Our collaborative approach includes partnerships with leaders from all health services in the region, aged care and disability services, local government authorities, emergency services, community and cultural organisations, businesses and government departments who are motivated to lead health efforts in their own communities. This comprehensive regional approach ensures that public health initiatives reach all communities within the Grampians region through coordinated partnerships with stakeholders across the region.

POSITION PURPOSE

The Communication and Media Officer is responsible for building the Grampians Public Health Unit profile and reputation across the Grampians Region and Victoria by implementing an integrated and innovative media, communications and content strategy, and undertaking a broad range of tasks and activities, with a strategic development and capacity building focus, that support and contribute to community and stakeholder engagement activities, building confidence in health protection and prevention and population function.

The Communication and Media Officer will work closely with the GPHU Health Protection team, Public Health Physicians, and population health staff.

KEY ACCOUNTABILITIES

- Lead the Grampians Public Health Unit's communication and engagement strategy and implementation, ensuring effective planning and coordination of all engagement activities, events, and media relationships.
- Oversee website content, social and traditional media, digital and print materials, and media responses to support PHU initiatives and stakeholder activities.
- Ensure that all written materials including policy and research reports, fact sheets and briefings are of a high standard and effectively target audiences using relevant channels.
- Develop and promote GPHU web and social media platform.
- Facilitate targeted virtual and online engagement activities and meetings
- Liaise with key stakeholders ensuring equitable access to public health, prevention and population health programs and developing positive relationships across the department and the wider sector to achieve stakeholder alignment.
- Manage the Grampians Region Communications Network and processes for disseminating material for regional prevention, population health and wellbeing, plus research data and resources across the region.
- Identify and promote GPHU outcomes to increase awareness and build reputation with key stakeholders, state and national audiences, while also expanding its reach with key stakeholders, state and national audiences.
- Provide strategic media communications and engagement advice to the Director Population and Public Health and if required to the other GPHU Public Health Specialists
- Link in with the Grampians Health Media and Communications, and Engagement team processes and ways of working.
- Participate in relevant committees, meetings, governance and quality improvement activities, including preparation and submission of reports as required.
- Compliance in mandatory training and development.

- Other duties as directed.

KEY SELECTION CRITERIA

Qualifications, Technical/Professional Knowledge and Skills

- Tertiary qualifications in communications, social media, multimedia, or related field.
- Substantial experience writing media releases, crafting op-eds pitching stories and working with print and digital journalists to communicate ideas in innovative ways to reach diverse audiences.
- Record of developing and delivering sophisticated media and content strategies.
- A deep understanding of digital platforms and channels, as well as traditional media.
- Highly developed ability to pro-actively identify news, content and reputation building opportunities.
- Highly advanced and effective writing style and expertise in high-impact messaging to key audiences.
- Experience in developing and delivering a broad range of communications and marketing strategies within specified budgets and timelines.
- Demonstrated experience managing complex and diverse relationships with senior leaders, professionals, business leaders, journalists, stakeholders, partner organisations, and funders.
- Ability to handle complex and sensitive information and disseminate this information through a range of channels.
- Having achieved a satisfactory level of technical and professional skill or knowledge in position related areas; keeping up with current developments and trends in areas of expertise.
- Proficient in Microsoft office (e.g. Word, Excel, Visio) and Microsoft 365 platforms (e.g. Teams and SharePoint).
- High levels of technology literacy with ability to learn and master online data reporting tool(s).
- Strong organisational skills and initiative in problem solving.
- Proven ability to adapt to a dynamic environment with rapidly changing priorities.
- A track record in working collaboratively with colleagues.

Desirable: Experience working in the health sector

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.
- **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 a 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.