

Position Title: Public Relations Lead

Campus: Ballarat
Directorate: People, Safety and Engagement
Department: Engagement
Reporting to: Assistant Director Public Relations
Direct Reports: Nil

Appointment Terms/Conditions:

Classification and Code: Admin Grade 4 (HS4)
Enterprise Agreement: Victorian Public Health Sector (Health Professionals, Health & Allied Services & Administrative Officers) 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.

POSITION PURPOSE

The Public Relations Lead is a key member of Grampians Health's public relations team, delivering strategic, clear and engaging communications for our workforce and the communities we serve.

Reporting to the Assistant Director Public Relations, the role works collaboratively across the Engagement team and the broader organisation to plan and deliver communication and engagement strategies aligned with Grampians Health's priorities, vision and values.

This is a hands-on role responsible for identifying opportunities and independently creating high-quality written and visual content for diverse audiences and channels, including websites, intranets, email, social media, photography and video. External agencies are engaged only where specialist expertise or additional capacity is required.

The Public Relations Lead also manages media enquiries and news opportunities, supports crisis and issues communication, and prepares accurate, timely media materials. The role liaises confidently with staff, media, community stakeholders, the Department of Health and ministerial offices, and coordinates visits, announcements and events.

Busy, varied and fast-paced, the position requires initiative, adaptability and sound judgement, along with the ability to manage competing priorities, communicate complex or sensitive information in accessible plain language, build trusted relationships and deliver consistently high-quality work to short deadlines.

The position is ideally suited to an experienced, creative and collaborative communications professional who is committed to continuous learning and is passionate about supporting Grampians Health to deliver high-quality care. Regular travel across the Grampians region is an important requirement of the role.

KEY ACCOUNTABILITIES

Strategy and planning

- Develop and implement effective marketing, communication and engagement strategies aligned with organisational priorities and audience needs.
- Lead the planning and delivery of marketing and communications activities, working independently and engaging external agencies where specialist support is required.
- Work closely with project teams to plan and deliver change communications for staff, partners, consumers and communities.
- Proactively promote projects and organisational initiatives at key milestones, identifying relevant media, content and event opportunities.
- Identify and manage communication risks and issues, providing authoritative advice and developing practical mitigation strategies.
- Build and maintain effective relationships with internal and external stakeholders, including project teams, health services and community groups.

Content creation

- Work closely with staff at all levels to identify content opportunities and independently create high-quality, engaging written and visual content for a range of formats and channels, including photography and videography.
- Tailor content for diverse audiences and ensure it is published, monitored and optimised across the most appropriate channels.
- Brief and work with external agencies when specialist expertise or additional capacity is required, while retaining responsibility for quality, brand alignment and delivery.

Media relations and issues management

- Identify news opportunities, respond to media enquiries and prepare accurate, timely media releases, statements, key messages and briefing materials.
- Work with key Engagement staff to support crisis communication processes by gathering, assessing and disseminating accurate and timely information to staff, media and the community.

Departmental and VIP liaison

- Liaise with the Department of Health Media Unit, ministerial offices and other key stakeholders to coordinate visits, media opportunities, announcements and related events.

Event coordination

- Develop plans and coordinate events and activations, including media opportunities, workforce information forums, stakeholder visits and staff celebrations.

General duties

- Contribute to the effective day-to-day operation of the broader office environment by undertaking tasks administrative tasks and other duties as required.

Domestic travel

- Willingness to travel across the Grampians region, including occasional overnight stays, particularly to Grampians Health campuses (e.g. Stawell, Horsham, Dimboola and Edenhope).
- Willingness to travel to attend professional development opportunities.
- Access to a Grampians Health vehicle will be provided for work-related travel.

KEY SELECTION CRITERIA

Qualifications

- Qualifications and experience in a relevant field, such as public relations, marketing, communications or engagement with a minimum of 3 years subsequent relevant experience, or substantial relevant skills and work experience; or an equivalent combination of relevant experience and/or education/training (essential)
- Current Australian Driver's Licence (essential)
- Photography and videography production, and editing for publication (highly desirable)

Technical/Professional Knowledge and Skills

- Outstanding writing, editing and proofreading skills, with an understanding of how to apply consistent brand messaging across materials for a variety of audiences.
- Ability to translate complex and sensitive information into clear, accessible, inclusive and audience-centred communications using plain language.
- Sound judgement, discretion and political awareness when managing sensitive, confidential or reputationally significant matters.
- Strong design skills in Canva, with the ability to independently create high-quality, on-brand visual content for a range of audiences and channels.
- Proficiency in developing and publishing content across digital platforms, including websites, intranets, email and social media.
- Photography skills for content development, with videography and editing skills highly desirable.

- High-level project management skills, including the ability to manage competing demands, set priorities and achieve agreed outcomes.
- Ability to work to short deadlines and manage competing priorities.
- Ability to use data, insights and audience feedback to evaluate communication activities and improve future content and campaigns.

Personal attributes

- Proactive, adaptable and self-motivated, with strong initiative and the ability to work effectively both independently and collaboratively in a busy, fast-paced environment.
- Strong interpersonal and relationship-building skills, with the ability to communicate confidently and respectfully with a diverse range of stakeholders, including staff, media and external organisations.
- Receptive to constructive feedback and willing to apply it to strengthen performance, professional practice and outcomes.
- Enthusiasm for lifelong learning and ongoing professional development, with a commitment to keeping skills and knowledge current.
- Willingness to undertake regular travel across the Grampians region.

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.