

## POSITION DESCRIPTION

# Communications Officer - Everymind



Hunter New England  
Local Health District

Our CORE values  
Collaboration Openness Respect Empowerment



Organisation	NSW Health
Local Health District / Agency	Hunter New England Local Health District
Position Classification	Health Mgr Lvl 1
State Award	Health Managers (State) Award
Category	Marketing and Communications   Communications Marketing and Media   Communications Officer / Communications Assistant
Vaccination Category	Category B
ANZSCO Code	134299 Health and Welfare Services Managers nec
Website	<a href="http://www.hnehealth.nsw.gov.au">www.hnehealth.nsw.gov.au</a>

## PRIMARY PURPOSE

Ensure efficient and effective communications services both internally and externally, including media and government/community relations, stakeholder engagement, events, publications and digital media for the organisation and program areas.

## RESPIRATOR USE

NSW Health workers may be required to use a respirator, as part of their appointment with NSW Health. Where a respirator is required for use, workers will be instructed in their safe use; including donning, doffing and fit checking. Staff may be required to complete fit testing to selected respirator/s to assess their facial fit/seal.

At all times when a health worker is required to use a respirator, the health worker must not have any facial hair present. Processes are in place to support workers that need to keep facial hair due to religious observance requirements and/ or health conditions.

## KEY ACCOUNTABILITIES

- Plan, implement and evaluate communications strategies for a variety of projects in collaboration with the project team including the development of communications plans.
- Develop an understanding of issues relevant to the organisation, such as a general knowledge in the area of communicating about mental health and suicide prevention and our programs of work.
- Work collaboratively with Communications Officers and Project Leads to provide communications support across the organisation and program areas.
- Develop a range of documents and resources to support project delivery including developing content for digital platforms ensuring adherence to project branding guidelines.
- Assist and provide support to the organisation and program areas in a range of activities including media opportunities, events, briefings and conferences.
- Develop and manage collaborative relationships with a range of stakeholders at a local, state and national level to support project and communication outcomes.
- Act in accordance with the HNE Health Values Charter and NSW Health Code of Conduct; model behaviours that reflect the Excellence Framework (Every Patient, Every Time); and ensure work is

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conducted in a manner that demonstrates values of cultural respect in accordance with HNE Health's Closing the Gap strategy

- All staff are expected to take reasonable care that their acts and omissions do not adversely affect the health and safety of others, that they comply with any reasonable instruction that is given to them and with any policies/procedures relating to health or safety in the workplace that are known to them, as well as notifying any hazards/risks or incidents to their managers

## KEY CHALLENGES

- Responding effectively to emerging issues at a day-to-day operational level and generating potential solutions for higher level problems.
- Ensuring positive relationships with all key partners, and resolving conflicts in ways that maintain the positive reputation of the organisation.
- Ensuring the coordination of multiple communications activities and deliverables under tight timeframes for the organisation and program areas.

## KEY RELATIONSHIPS

Who	Why
Communication Lead	Collaboration and guidance on work prioritisation
Other Institute staff and project team members	Contribute to building organisation culture and provide project updates or to assist in completing project tasks
A range of stakeholders, project partners or contractors and key organisations	Maintaining effective relationships as required by the project plan or in response to enquiries

## SELECTION CRITERIA

1. Relevant tertiary qualifications in communications, marketing or related discipline, and/or proven experience in a generalist communications role.
2. Demonstrated experience in the running and coordinating of events and other corporate campaigns.
3. Demonstrated superior organisation and time management skills including the ability to simultaneously manage a number of deliverables with competing deadlines.
4. Demonstrated high-level written and verbal communication skills, including the ability to translate complex content into simple messages.
5. Demonstrated experience in the production of a range of communications materials in a variety of formats including the development of communications plans.
6. Demonstrated experience planning, implementing and evaluating communications strategies.
7. Demonstrated experience creating engaging content for a variety of digital platforms including websites, Twitter, Facebook, LinkedIn.
8. Proficiency with Microsoft Office and desktop publishing packages.