

Position Description

Position title	Strategic Communications Officer
Status	Permanent, part time (0.8 FTE)
Location	Eight Mile Plains, Brisbane
ABOUT PRIMARY HEALTH NETWORKS (PHNS) AND BRISBANE SOUTH PHN	
Brisbane South PHN is one of 31 regional Primary Health Networks (PHNs) established nationally by the Australian Government to help deliver an efficient and effective primary health care system for the people of Australia. We work with health professionals and communities to understand our region's health and wellbeing needs, and commission services that respond to those needs. By investing in person-centred, place-based models of care, we deliver results for the people and communities in our region and support broader health system reform. As a local agent of system change for the people in our region, we're committed to: • deeply understanding the health needs and service gaps in our region • commissioning safe, equitable health services in response to people's needs • improving health literacy and access to health services in our communities • supporting health professionals and workers in the primary health system • partnering to deliver better health outcomes and experiences of care for people in our region. Our vision is 'healthy thriving communities'. Our values are Respect, Courage, Integrity, Equity, Collaboration, and Excellence shaping the way we work with our stakeholders and with each other. Our purpose is partnering with care providers and communities to strengthen health and wellbeing, especially for those with the greatest need.	
POSITION OBJECTIVE	
The objective of this position is to: 1. Coordinate the day-to-day development and delivery of Brisbane South PHN's external stakeholder communications, producing high-quality written materials tailored for diverse stakeholder audiences. 2. Partner with internal program teams on implementing strategic communications activities, recommending effective communication strategies, messaging and channels to achieve organisational objectives. 3. Ensure communications support Brisbane South PHN's strategic priorities and actively strengthens engagement with healthcare professionals, commissioned health service providers, partner organisations and the broader community.	
REPORTING RELATIONSHIPS	
Reporting to	Communications Manager
Direct reports	Nil
Indirect reports (Team size)	4

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KEY RELATIONSHIPS	
External	Primary healthcare professionals and support staff, commissioned health programs/service providers, health sector partners including state and federal department representatives, and creative and digital suppliers
Internal	Communications team, Stakeholder Engagement team, program (business) teams and subject matter experts across the organisation
Delegation Authority	As assigned by the Brisbane South PHN Delegation of Authority Policy
KEY RESPONSIBILITIES	
Coordinate content development and publishing workflows • Research, write, edit and publish high-quality news articles, feature stories, newsletters, social media posts and other content for Brisbane South PHN's external channels. • Translate clinical, commissioning and health system information into clear, accurate and engaging communications tailored to diverse stakeholder audiences. • Develop and adapt content to suit different audiences, channels and communication objectives, applying relevant editorial, accessibility and platform standards. • Maintain Brisbane South PHN's editorial calendar and content pipeline, identifying opportunities to amplify organisational priorities through compelling storytelling. • Apply sound editorial judgement to ensure content is accurate, balanced, audience-focused and aligned with Brisbane South PHN's editorial standards and tone of voice. Provide communications advice and planning support • Assess news submissions and communication requests against audience need, organisational priorities and channel purpose, to recommend or deliver an appropriate communication response. • Support Brisbane South PHN's program teams to develop and maintain effective stakeholder engagement and communications plans across the life of funded projects and organisational initiatives. • Develop and execute marketing and communications campaign plans for the Communications team, as directed. • Work with internal and select external partner stakeholders to coordinate communication activities and support their timely delivery. Support brand governance and continuous quality improvement • Ensure communications developed for release align with organisational priorities, editorial standards, tone of voice and brand guidelines. • Build productive relationships across the organisation and with key external stakeholders to support effective communication outcomes. • Identify and escalate sensitive, high-risk or reputational communication matters to the Communications Manager. • Contribute to the evaluation of communication activities and use audience insights and performance data to improve content and communication approaches. • Contribute to continuous improvement of internal communications processes, templates and editorial standards. • Share communications expertise and provide editorial guidance and support to colleagues as required. General • Perform other duties consistent with the position where required and/or requested by management from time to time.	

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- Complete mandatory and other training as required.
- Adhere to all organisational policies and procedures, including all workplace health and safety measures.

KEY SELECTION CRITERIA

Essential

- Tertiary qualifications in communications, journalism, public relations, marketing or a related discipline, and/or equivalent professional experience.
- Strong writing, editing and proofreading skills, with demonstrated experience producing engaging content across digital channels for diverse audiences.
- Demonstrated ability to translate complex or technical information into clear, accurate and audience-focused communications.
- Demonstrated experience providing communications advice, including recommending appropriate messaging, channels and communication approaches to meet organisational objectives.
- Sound editorial judgement, strong attention to detail and the ability to work independently, manage competing priorities and meet deadlines.
- Strong interpersonal and stakeholder engagement skills, with the ability to build productive working relationships across teams within an organisation.
- National Police Check

Desirable

- Experience in delivering health, government or not-for-profit stakeholder communications.
- Background in journalism or experience working in news media or editorial communications.
- Solid understanding of accessibility standards of practice for digital and print communications.

Core Capabilities

The Brisbane South PHN Capability Framework defines the core capabilities including knowledge, skills and behaviours required for all employees to perform their role and ultimately for Brisbane South PHN to deliver on its strategic objectives.

This position is classified as Band Level 2.

Manager's Signature		Date
Manager's Name		
Employee's Signature		Date
Employee's Name		