

Position Description

Position title	Senior Communication Adviser – Disaster Resilience
Status	Full time fixed term contract until 30 June 2022 (flexible working arrangements, considered)
Location	Eight Mile Plains
ABOUT PRIMARY HEALTH NETWORKS (PHNS) AND BRISBANE SOUTH PHN	
<p>Brisbane South PHN has a strong commitment to working in partnership with our local communities, with primary health care professionals, regional hospital and health services, all levels of government and with the public, private and not-for-profit sectors. Through delivering on our strategic vision of Better System, Better Health, our aim is that the Brisbane South region, its primary health agencies, professionals and its local communities will be recognised as experiencing a high-quality health system that is delivering improved lifelong health and wellbeing.</p> <p>In addition, our values - Courage, Respect, Integrity, Synergy, Purpose - shape the way we work with our stakeholders and with each other.</p> <p>Our efforts are focused on improving the system for everyone – individuals, families, communities, health professionals, key stakeholders and the primary health sector.</p> <p>Brisbane South PHN supports the primary health sector in a number of ways.</p> <ul style="list-style-type: none"> • Through careful analysis, consultation and planning, we help to identify and address health needs and service gaps. • We share knowledge and information with and throughout our network. • We work directly with general practitioners, allied health professionals and health care organisations. • Our services include sharing of information, digital solutions and workforce education and training, so health service providers can be better placed to deliver care to patients, keeping them healthy and out of hospital. • Through our partners and contracted providers we commission the delivery of services for our region’s most vulnerable people, including those in need of mental health, drug and alcohol and other support services. 	
POSITION OBJECTIVE	
<p>The objectives of this senior position are to:</p> <ol style="list-style-type: none"> 1. Support our organisation to manage risk, reputation and relationships through timely, effective and high-quality strategic communications activity and advice, particularly in relation to COVID-19. 2. Ensure activities focus on the achievement of department goals and contribute to the realisation of the Brisbane South PHN strategic goals and vision. 	
Accountability	<p>This position reports to the Marketing and Communication Manager</p> <p>This position has a working reporting line to the Manager, Disaster Resilience</p>
Direct reports	Nil
Budget	Nil
Delegated Authority	As per approved Brisbane South PHN delegations

Position Description

KEY RESPONSIBILITIES

- Lead on our communication approach, planning and activities for the COVID-19 response and other disaster management priorities.
- Act as an adviser to internal stakeholders on best-practice approaches to communications problems and opportunities.
- Actively monitor for reputational issues and risks, proactively flagging and responding to any emergent issues in consultation with relevant stakeholders.
- Work in collaboration with key stakeholders to develop, deliver and measure evidence-based communications strategies, plans and activities that engage and influence target audiences, adding value to our brand and supporting delivery of strategic goals.
- Create, update, manage and report on high-quality, innovative and audience-centric content.
- Build and maintain positive and productive relationships with a broad range of internal and external stakeholders.
- Support proactive brand management.
- Support COVID-19 and disaster-related updates, messaging and reporting to stakeholders.
- Keep up-to-date with communications theories, channels and approaches and recommend appropriate use.
- Support and work as part of the Stakeholder Engagement and Communication team.
- Other duties as required.

CAPABILITIES AND COMPETENCIES

Brisbane South PHN has a Capability and Competency Framework aligned to the Strategic Framework, Vision, Purpose and Values. The expected capabilities, competencies and success behaviours for this position are described in the Framework in the role group, **Team Leader, Senior Officer, Coordinator**.

Additional competency required for success in this position is:

Specialists, Program, Project, Unit Managers: Stakeholder Engagement; Communication and Marketing; and Policy Analysis and Understanding.

SKILLS, EXPERIENCE AND QUALIFICATIONS

We are looking for an experienced and committed candidate with demonstrated experience of:

- **STRATEGIC THINKING:** You have successfully developed evidence-based communications strategies, plans and activities that engage and influence target audiences.
- **ADVISORY SKILLS:** You have led, facilitated and implemented communications strategies and activities in partnership with diverse external stakeholders and internal subject matter experts, providing best-practice advice, building strong and productive relationships and negotiating outcomes that deliver meaningful and measurable health impact for communities in our region.
- **CONTENT CREATION:** You have routinely developed high-quality, evidence-based communications materials, adapting your tone and style to suit the channel and audience. Your exceptional written communication skills will be underpinned by an innate ability to analyse and distil complex information into engaging and accessible messages. You maintain an unwavering focus on the communication needs of your audience, contributing to a stakeholder-centric communications culture.
- **CHANNEL MANAGEMENT:** You are comfortable working across communications and marketing channels and working within digital environments, including social media, websites, digital newsletters and CRM

Position Description

software. You understand the optimal approach to each channel and work hard to stay up to date as new channels emerge and others evolve.

- **IMPACT MEASUREMENT:** You routinely research, measure and evaluate your work, ensuring that impact can be demonstrated at all stages. You know that strategic communication, by definition, is based on the best-available evidence.
- **REPUTATION MANAGEMENT:** You understand that great brands are built on trust. You routinely scan the communications environment for reputational issues and risks, proactively flagging and responding to any emergent issues in consultation with relevant stakeholders. You are attuned to the risk environment and vigilant about ensuring that we retain our position as a trusted and respected not-for-profit health organisation.
- **RELATIONSHIP MANAGEMENT:** You seamlessly build and maintain productive relationships with diverse stakeholders within and beyond the organisation, supporting resource optimisation and delivering stronger outcomes.
- **COMMITMENT TO QUALITY:** You pride yourself on your ability to deliver quality results while also managing multiple priorities, deadlines and stakeholders. You are the first to come forward with a solution when there is a problem.
- **COMMITMENT TO THE NOT-FOR-PROFIT SECTOR:** You have either worked in the not-for-profit sector or have a genuine desire to experience this side of the health sector. You are genuinely committed to delivering better health outcomes for the people of the Brisbane south region. We are here because we care about this work.
- Tertiary qualifications in Communications, Marketing, Journalism, Public Relations, Health Promotion, Social Marketing or a related discipline, and/or significant experience in a similar role.
- Capacity to build and sustain personal resilience; and work flexibly and effectively in dynamic, reactive and rapidly changing environments.
- Current COVID-19 vaccination as required by legislation and organisational policy.
- Positive National Police Check.

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