

# Position Description

<b>Position title</b>	Communication Advisor
<b>Status</b>	Full-time fixed term contract until 30 June 2023
<b>Location</b>	Eight Mile Plains
<b>ABOUT PRIMARY HEALTH NETWORKS (PHNS) AND BRISBANE SOUTH PHN</b>	
<p>Brisbane South PHN puts people at the heart of health care. We specialise in person-centred, place-based health system reform that delivers meaningful change and sustainable results. We are partnering to build a health and wellbeing system in which every person in the Brisbane south region, especially those with the greatest need, is supported to live well and experiences care that is connected, high quality and easy to access - our vision is 'the best possible health and wellbeing for every person in the Brisbane south region'.</p> <p>In addition, our values - Courage, Integrity, Purpose, Respect, Synergy - shape the way we work with our stakeholders and with each other.</p> <p>Our purpose in partnering to build a health and wellbeing system in which every person in the Brisbane south region, especially those with the greatest need, is supported to live well and experiences care that is connected, high quality and easy to access.</p> <p><b>Brisbane South PHN supports the primary health sector in a number of ways.</b></p> <ul style="list-style-type: none"> <li>• Through careful analysis, consultation and planning, we help to identify and address health needs and service gaps.</li> <li>• We share knowledge and information with and throughout our network.</li> <li>• We work directly with general practitioners, allied health professionals and health care organisations.</li> <li>• 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.</li> <li>• 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.</li> </ul>	
<b>POSITION OBJECTIVE</b>	
<p>The objectives of this position are to:</p> <ol style="list-style-type: none"> <li>1. Develop, manage and report on high-quality content and communication activities for the organisation.</li> <li>2. Act as a point of contact for external and internal communication activity, working closely with the Marketing and Communication Manager and across functional teams.</li> <li>3. Ensure activities focus on the achievement of the Brisbane South PHN strategic and operational plans.</li> </ol>	
<b>Accountability</b>	This position reports to the Communication Manager
<b>Direct reports</b>	Nil
<b>Budget</b>	Nil
<b>Delegated Authority</b>	As per approved Brisbane South PHN delegations

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KEY RESPONSIBILITIES	
<ul style="list-style-type: none"> <li>• Create, update, manage and report on high-quality content.</li> <li>• Actively manage our communication channels including, but not limited to, website, newsletters and social media.</li> <li>• Build and maintain positive relationships with a broad range of stakeholders and provide communication support, as appropriate.</li> <li>• Support brand management.</li> <li>• With guidance, develop high-quality Communication Plans that reflect and add value to our brand and strategic goals.</li> <li>• Complete communication administration activities, as required, such as managing distribution lists, managing the team inbox, using the CRM and assisting with distribution of materials.</li> <li>• Keep up-to-date with new and emerging media channels and recommend appropriate use.</li> <li>• Actively contribute as part of the Communication team to ensure we are providing high-quality communication services in line with best practice.</li> <li>• Other duties as required.</li> </ul>	
CAPABILITIES AND COMPETENCIES	
<p>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: <b>Team member, Support</b>.</p>	
SKILLS, EXPERIENCE AND QUALIFICATIONS	
<ul style="list-style-type: none"> <li>• Tertiary qualifications in communication, marketing/public relations, journalism or a related discipline; or relevant experience and proven competence.</li> <li>• Ability to produce high-quality content for diverse audiences and engage our audiences through our channels.</li> <li>• Demonstrated knowledge of, or experience in, delivering successful communication outcomes.</li> <li>• Ability to, and/or experience in, establishing and maintaining positive internal and external stakeholder relationships.</li> <li>• Excellent communication skills, both written and verbal.</li> <li>• Knowledge of contemporary communication channels and the ability to quickly learn systems e.g. social media, WordPress, CRM.</li> <li>• Ability to independently manage multiple activities and timelines in a fast-paced environment, with limited supervision.</li> <li>• Ability to show initiative and be solutions-oriented.</li> <li>• High level of attention to detail.</li> <li>• Current Driver's Licence</li> <li>• National Police Check</li> </ul> <p>To comply with the <i>Workers in a healthcare setting (COVID-19 Vaccination Requirements) Direction, Public Health Act (2005) Qld</i>, it is a mandatory requirement that all Brisbane South PHN employees have had the prescribed number of COVID-19 vaccination doses before they can commence employment.</p>	
<b>Manager's Signature</b>	<b>Date</b>
<b>Manager's Name</b>	
<b>Employee's Signature</b>	<b>Date</b>
<b>Employee's Name</b>	