

Position Description

Position title	Communications Manager
Status	Full time fixed term to December 2023
Location	Eight Mile Plains
ABOUT PRIMARY HEALTH NETWORKS (PHNS) AND BRISBANE SOUTH PHN	
<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>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 position are to:</p> <ol style="list-style-type: none"> 1. Lead Brisbane South PHN's strategic and operational communication strategies (internal and external). 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	This position reports to the General Manager System Integration and Coordination
Direct reports	4
Budget	To be confirmed
Delegated Authority	As per approved Brisbane South PHN delegations

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KEY RESPONSIBILITIES

- Lead the development and implementation of innovative communications campaigns and strategies (internal and external), in alignment with Brisbane South PHN's strategic and operational plans.
- Work closely with the Executive Leadership Team to provide strategic communications advice and develop appropriate, high-impact strategies to support business needs and emerging trends.
- Lead a team that is responsible for activities such as channel management (e.g. newsletter, social media, website), visual storytelling and design, marketing campaigns, brand management, and developing materials such as written reports, articles and media releases.
- Provide effective leadership to drive the performance and outputs of the team, including day-to-day management of the department, proactive monitoring of outputs, accountability for the team budget, timelines and reporting.
- Collaborate in partnership across the organisation to support stakeholder activities, providing expert advice on communications, branding, marketing, and ensuring all content is consistent with PHN guidelines and standards.
- Editing and approval of content ensuring the accuracy and quality of all internal and external communications, including risk management (brand, PHN reputation etc).
- Monitor and evaluate the impact of internal and external communication strategies and activities, with a focus on continuous improvement.
- Coordinating with outside consultants and subcontractors on various projects, and negotiating service agreements.
- Foster teamwork, learning and collaboration within the team contributing to a positive and high performing work environment.
- Develop and present reports, briefs and information sessions to a variety of internal and external stakeholders, 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: **Specialists, Program, Project, Unit Managers**.

SKILLS, EXPERIENCE AND QUALIFICATIONS

- Tertiary qualifications in communications with substantial experience in a similar role.
- Proven track record with tactical delivery of marketing and communications strategies and initiatives.
- Demonstrated experience leading teams in a high demand work environment using well developed people management skills, with the ability to manage any issues or concerns in a timely manner.
- Engaging written and verbal communication and interpersonal skills, with a strong ability to write for a range of mediums and channels both on and off-line.
- Strong Project Management experience
- Ability to utilise analytical solution focused problem-solving skills and creative thinking to develop solutions and ensure they are effectively applied.
- Proven ability to write reports and present information in a variety of formats and environments.
- Experience working with external consultants, agencies, graphic designers and other outsourced creative supports, including ability to negotiate agreements with service providers within the scope of the role.
- Outstanding ability to manage relationships and balance customer, project, organisation, and team needs to ensure mutually beneficial outcomes.
- Excellent consultative and negotiation skills and ability to communicate effectively across varied stakeholder audiences, including senior management.
- Comfortable working in a high volume, fast paced, rapidly changing, results oriented environment – with the ability to prioritise team activities.

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- Ability to take complex information and translate it into simple but compelling communications, working across diverse stakeholder groups.
- Experienced in health literacy principles (highly desirable)
- Positive National Police Check

To comply with the *Workers in a healthcare setting (COVID-19 Vaccination Requirements) Direction, Public Health Act (2005) Qld*, 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.

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