

Position Description

POSITION TITLE	Manager of Communication		
REPORTS TO (TITLE)	Executive Manager of Strategy	DIRECT REPORTS (TITLE)	Marketing Officer Graphic Designer Communications and Content Officer Communications Project Officer
LOCATION	Choice of HealthWISE offices in New South Wales or Queensland		
CLASSIFICATION	HealthWISE Enterprise Agreement 2021 Stream: Administrative Level: 6		

COMPANY DESCRIPTION

HealthWISE provides primary health care programs and clinical services across the New England North West regions of New South Wales and the Darling Downs and West Moreton regions of Southern Queensland. We are a specialist provider of rural and remote services.

POSITION PURPOSE

The Manager of Communication is a member of the strategy arm of the organisation and leads the communications team. The Manager of Communication oversees the communication and marketing team's overall objectives, ensuring the organisation is connected to community, facilitating company growth and expansion of client base, improving accessibility of services to clients and ensuring business continuity through communication to internal and external audiences.

The Manager of Communication will design, implement, and monitor the communication strategy for HealthWISE and take responsibility for delivering high quality, innovative internal and external communications and marketing campaigns.

Position Description

KEY RESPONSIBILITIES

- Engage clients, referrers, and potential staff through effective communication.
- Improve audience engagement at a community level.
- Deliver high quality, innovative internal communications and marketing activities.
- Deliver high quality, innovative external communications and marketing activities.
- Design, implement and monitor the organisation wide communication strategy.
- Provide advice to the Executive about current community concerns.
- Ensure best practice marketing support for HealthWISE programs, services, recruitment, and events, and deliver privately billed services for external clients where capacity exists.
- Be the first point of contact for media and provide advice and strategic direction for Executive and CEO on external communication.
- Ensure health and wellbeing messaging is clear and accessible to all, using health literacy principles.
- Develop meaningful marketing materials, resources and tools.
- Maintain brand integrity across the HealthWISE footprint.
- Lead organisational communications as part of business continuity management.
- Provide inspirational leadership to the communications team.
- Provide empowering line management and support to direct reports

WORK HEALTH AND SAFETY

While at work, a worker must:

- a) take reasonable care of own health safety and wellbeing, and
- b) take reasonable care that own acts or omissions do not adversely affect the health, safety and wellbeing of other persons, and
- c) comply, so far as the worker is reasonably able, with any reasonable instruction that is given by the person conducting the business or undertaking to allow the person to comply with the WH&S Act 2011, and
- d) co-operate with any reasonable policy or procedure of the person conducting the business or undertaking relating to health or safety at the workplace that has been notified to workers
- e) Proactively address any issues that may adversely affect the health, safety and wellbeing of any persons at HealthWISE
- f) Advocate, support and ensure compliance with HealthWISE Health Wellbeing policies by providing positive leadership, direction, resources and support for initiatives, and encouraging a culture of cooperation, consultation and responsibility across HealthWISE to ensure a safe and healthy workplace. This includes acquiring and keeping up to date knowledge of WHS matters in relation to the business.

Position Description

CONDITIONS OF EMPLOYMENT

- Right to work in Australia
- Current Driver's license
- National police check
- Current Working with Children Check/ Blue card
- Compliance with the child safety framework

ROLE CRITERIA

ESSENTIAL

- A strategic approach to communications & marketing
- Qualifications and experience in communications / marketing
- Excellent written and verbal communication
- Demonstrated ability to work within a dynamic and flexible team, take initiative and network and liaise with a wide range of people at varying professional levels
- The ability to apply innovative strategies to address marketing problems
- Skills and experience in business continuity management
- The ability to effectively engage with stakeholders
- Motivated and able to work remotely with accountability
- Demonstrated ability to manage a dynamic and flexible team.
- Experience using a suit of project management tools e.g. Trello, Teams etc.
- Demonstrated attitude and behaviours that are in keeping with the company's values (client focus, empowerment, courage and excellence)
- Demonstrated understanding of issues affecting Aboriginal and Torres Strait Islander people and their health
- Willingness to travel and work after hours if required

DESIRABLE

- Media liaison/ public relations experience and contacts
- Knowledge of rural and regional Australia