

Position Description

Date: 9 April 2020

SECTION 1: POSITION IDENTIFICATION

Position Title: Communications Officer

SECTION 2: LEVEL OF RESPONSIBILITY

Position responsible to: Manager - Communications and Marketing

Positions with direct responsibility to this position: Nil

Classification Level: 4

SECTION 3: KEY RESPONSIBILITIES

The Communications Officer will complete research, identify media opportunities and write stories and press releases to be published in relevant media and web platforms. The Communications Officer will also implement planned communication strategies that are in line with the business vision and strategic plan and actively contribute to the branding, communication and marketing of Rural Health West.

In addition, the Communications Officer will actively contribute to the development of a culture consistent with the values of Rural Health West.

SECTION 4: POSITION RELATIONSHIPS

The Communications Officer will work as a member of the Communications team, reporting to the Manager, Communications and Marketing. The role will not have any direct reports.

SECTION 5: STATEMENT OF DUTIES

Media

- Develop articles for a variety of media outlets and purposes
- Identify, research and develop media opportunities for a variety of audiences across a broad range of subject matters
- Manage media enquiries, including preparing briefing notes for internal spokespeople
- In collaboration with the General Manager, Communications and Business Analytics prepare and deliver media training for key staff
- Source appropriate imagery and video content to support articles
- Develop content for advertisements, brochures and publications
- Proofread documents for grammar, accuracy and intent

Communications

- Primary responsibility for managing Rural Health West's presence on social media platforms

- Manage publication of *Rural Health Matters*, including developing content plan, allocating roles to team members and ensuring timely publication
- Manage publication of *Choose Country*, including developing content plan, allocating roles to team members and ensuring timely publication

Marketing

- Coordinate and distribute EDM and implement ongoing improvements to increase reach
- Manage website to support business needs of program areas, ensure accuracy of information and keep pace with changes in digital communication

SECTION 6: SELECTION CRITERIA

Essential

- Outstanding written communication skills, with the ability to generate effective and interesting content
- Experience in and ability to conduct interviews and research to generate media articles and case studies
- Experience with both proactive and reactive media relations
- Ability to work quickly and meet deadlines
- Ability to identify and take advantage of opportunities for compelling story-telling
- Ability to work with minimal supervision, show initiative and work productively within a team environment
- Strong interpersonal skills with confidence to pitch ideas, provide advice and negotiate with internal clients
- Willingness to contribute to a positive workplace culture.

Desirable

- Previous experience and knowledge of using social media platforms for business promotion
- Have an interest in, or knowledge of, rural Western Australia

SECTION 7: APPOINTMENT FACTORS

- This role is a full time role requiring 37.5 hours per week

SECTION 8: RURAL HEALTH WEST'S VALUES

Living our Values

At Rural Health West we have four Values that define how we complete business and work with each other and our customers every day. To ensure that we are staying true to these values, we have described and agreed the behaviours that we expect staff to display every day.

Community - we work hard to ensure rural communities have access to quality health services

- We provide solutions and services that support and enable the communities we serve
- We identify relationships and proactively work on building and nurturing them
- We respect and value difference and appreciate the views and beliefs of others
- We foster a culture in which people feel safe to discuss their views and opinions in a constructive manner]

Integrity – we do the right thing, always

- We are consistent in all that we do
- We complete all interactions with professionalism and respect
- We listen, ask questions and make informed decisions

Innovation – we embrace change and strive for improvement

- We seek new opportunities and alternate solutions to achieve our vision
- We are aware of and adapt to current events and trends that impact our sector and community

Accountability – we value the trust placed in us by our customers, our partners and our funders

- We embrace our vision, mission, objectives and values
- We take full accountability for our development and always look for ways to improve our performance
- We are proactive, individually and as a team, to deliver business results
- We are risk aware and follow required policies and procedures

SECTION 9: CERTIFICATION

The details contained in this document are an accurate statement of the duties, responsibilities and other requirements of the position.

Signature: _____ Date: _____
General Manager Communications and Business Analytics

Signature: _____ Date: _____
Chief Executive Officer