Position Description

Media and Communications Manager

|  |  |  |
| --- | --- | --- |
| **Award & grade:** | Health and Allied, Managers and Administrators HSUA 1 & 5 2011-2015 Grade 6 |  |
| **Salary range** | Dependent upon qualifications and experience |  |
| **EFT** | 1.0 (Full time) |  |
| **Reporting to** | CEO |  |
| **Accountable to** | CEO |  |
| **Tenure** | Ongoing |  |
| **Direct reports** | Marketing and Communications Specialist |  |
| **Location** | NRCH (23 Lennox St, Richmond) |  |
| **Date issued** | July 2018 |  |

Organisation Profile

**North Richmond Community Health (NRCH)** is committed to making healthcare more accessible and culturally relevant.

Our community health centre in Richmond provides a range of medical, allied health, dental and community services to clients from all backgrounds. We also provide specialist health services in other parts of Victoria, and work with health, government and community services around the country.

Our programs include:

Medically supervised injecting room

General Practice Medicine

Oral Health

Alcohol and Other drugs

Counselling and Casework

Centre for Culture, Ethnicity and Health

Child Health and Development

Healthy Aging Hub

Position Objective

To communicate NRCH’s values, vision and work to a range of stakeholders through engagement, advocacy, marketing and public relations.

Position Description

Media and Communications Manager

Key Responsibilities

* Initiate and maintain positive relationships with media, government, the local community and other stakeholders
* Overseeing content production and distribution through a variety of media
* Promoting and marketing NRCH services to increase service engagement
* Developing and delivering communications strategies for the organisation, its programs and its projects (both external and internal communications)
* Providing media training and strategic communications advice to senior NRCH staff
Maintaining NRCH’s reputation through targeted engagement with media
* Supervision of Marketing and Communications Specialist.

Key Capabilities

|  |  |  |
| --- | --- | --- |
| **Client experience** | **Community relations** | * Initiates and listens to feedback from clients and adapts organisation/program strategy to meet needs.
* Stays in touch with client needs, identifies trends and service gaps; uses this understanding to enhance and extend NRCH services.
* Contributes to sector/wider industry forums to enhance client outcomes.
 |
| **New and Different Approaches** | **Accountability** | * Upholds a clear sense of purpose and outcomes for their program.
 |
| **Ethics** | * Sees that behavioural expectations/Code of Conduct are communicated
 |
| **Program Development** | * Manages programs to work to timelines and budgets and achieve goals and objectives. Envisions and designs new projects
* Engages others in translating strategy into operational goals for the program.
* Connects the work of all individuals in a program to demonstrate how they contribute to the overall success of the program.
 |
| **Learning and Development** | * Establishes systems and processes for reviewing skills and professional development.
 |
| **Innovation** | * Researches and implements new technologies to strengthen the organisation and improve business practices.
* Establishes ways to capture, communicate and share innovative ideas and practices.
 |
| **Working in Partnership** | **Change Management** | * Implements change management processes and monitors progress
 |
| **Partnerships and Collaboration** | * Builds collaborative relationships with wide range of professionals, agencies, government departments within their program/region or area of expertise.
* Identifies opportunities and facilitates partnering between programs to deliver the best outcomes for the client.
 |

Position Description

Media and Communications Manager

Key Selection Criteria

**Essential skills & experience**

* Demonstrated positive engagement with media (journalism experience highly desirable)
* Two or more years’ experience leading a team
* Demonstrated positive stakeholder management
* Demonstrated ability to use communications to benefit organisation (whether through increased engagement, recognition or revenue)
* Excellent verbal and written communication skills

**Essential attributes**

* Resourceful and creative
* Collaborative and supportive team member

**Qualifications \ Registration requirements**

* Valid Police Check or willingness to undertake
* Working with Children check
* A tertiary qualification in fields related to communications, media, journalism or public relations

Internal Training Requirements

|  |  |
| --- | --- |
| **Topic** | **Timeframe for completion** |
| Induction Training | 3 months |
| Cultural Competency | 3 months |
| Hand Hygiene | 3 months |
| Working with Vulnerable Children | 3 months |
| Social and Digital Media | 3 months |
| Introduction to NRCH Code of Conduct | 3 months |
| Occupational Health and Safety Fundamentals | 3 months |

Position Description

Media and Communications Manager

Responsibilities and conditions of employment

All employees of North Richmond Community Health are required to follow specific common conditions of employment as outlined in the NRCHL Policy and Procedures Manual. Key responsibilities and conditions include

* Employment terms and conditions are consistent with National Employment Standards and relevant awards/agreements. Salary is set commensurate with funding, award/agreements, sector expectations and individual skills/experience relevant to the role.
* Employees are expected to conduct themselves in a manner consistent with organisation’s Code of Conduct, Scope of Practice, Employment Contract, Cultural Competency standards and all other policies and procedures.
* NRCH is committed to creating a child-safe environment and to the participation and empowerment of children. NRCH has zero tolerance of all forms of child abuse and all allegations and safety concerns will be treated very seriously. All NRCH staff and volunteers are required to contact authorities when they are worried about a child’s safety. If you believe a child is at immediate risk of abuse contact 000.
* Employees are expected to participate in the NRCH risk management and quality improvement systems by being aware of responsibilities to identify, minimise and manage risks and identify opportunities for continuous improvement in the workplace through communication and consultation with managers and colleagues.
* Employees are expected to contribute positively to a safe workplace by reporting hazards and incidents immediately to an OHS representative, committee member or manager. Employees must behave in a manner that fosters safe working practices.
* Adhere to NRCH infection control policies and procedures.
* Regular working hours will be negotiated but will be within operational hours. From time to time, some out-of-hours work may be required. Employees are expected to present for work on time, and follow notification guidelines when ill or late for work.
* Appointment is subject to a six-month probationary period, wherein performance will be reviewed prior to the expiry of the probationary period and an ongoing employment decision will be communicated.
* Performance is reviewed formally on an annual basis and all staff will have responsibility for an individually tailored work plan. All position descriptions are open to periodic review by management in consultation with staff.
* NRCHL provides a smoke-free environment, including within vehicles.
* The staff member may be required to perform other duties as directed, in accordance with training, skills and experience.

Further Information

For enquiries relating to this position, contact:

**Demos Krouskos** |CEO | demosk@nrch.com.au