

Position Description

Position Title	Manager Communications and Community Engagement
Division	Communications and Community Engagement
Classification Grade and Level	Admin Officer Grade 6 (dependent upon qualification)
Enterprise Agreement / Award	Victorian Stand-Alone Community Health Centres (Health and Allied Services, Managers and Administrative Officers) Multiple Enterprise Agreement 2018-2022 (dependent upon qualification)
Employment Terms	Full-Time, permanent on-going
Reports To	Executive Manage Community Services and Consumer Empowerment
Usual Location	Lennox Street, Richmond

Organisation Profile

North Richmond Community Health (NRCH) is committed to making healthcare more accessible and culturally relevant. It works with community members to support social justice principles which afford all people the right to dignity, respect, and the highest quality of care. With the recent addition of Victoria's first Medically Supervised Injecting Room, NRCH is dedicated to combating stigma and discrimination experienced by people who use drugs, and improving their quality of life.

NRCH 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.

Website Information: www.nrch.com.au

Department

The Communications and Community Engagement Program provides leadership and management for Communications functions for NRCH including but not limited to, public relations, internal and external communications, marketing, digital media, website to support the vision, values and achievement of objectives.

The Communications and Community Engagement Program will provide strategic and operational leadership in connection and engaging with community and consumers to promote community led and co designed services that understand and deliver community health care and other support needs.

Position Purpose

The Communications and Community Engagement Manager (CCEM) will provide effective leadership and operational management of the Communications and Consumer Engagement Strategy for North Richmond Community Health in line with NRCH values and strategic direction.

The CCEM will be develop, implement, monitor and review Strategic Plans and Frameworks for the way we communicate with all key stakeholders and engage with community, consumers and partners. This will include ensuring services adhere to any relevant policy guidelines, legislation and funding agencies.

The CCEM will provide strong leadership to the organisation and be a critical support to the Chief Executive Office for maintaining and managing public relations. This will include timely responses, prioritising and risk management or NRCH's reputation.

The CCEM will build strong relationships with key media and communication stakeholders, including the Department of Health and Human Services and ensure NRCH interests are protected.

The CCEM will manage the Communications workforce and take a whole of organisation view to community engagement to grow and shape a positive work culture that is safe and focussed on understanding and meeting community need as well as providing an exceptional consumer experience.

Key Performance Indicators

- Establish, manage and evaluate a Communications Strategy for NRCH
- Establish, manage and evaluate a Community Engagement and Consumer Empowerment Strategy and operational framework for NRCH
- Work collaboratively to ensure relationships with key stakeholders supports NRCH communications and community engagement strategies.
- Initiate and maintain positive relationships with media, government, the local community and other stakeholders to manage risks and promote our great work.
- Provide advice and expert opinion to the CEO and Executive to support positive public relations,
- Overseeing content production and distribution through a variety of media including Web, desktop, and mobile spaces to help create, monitor and analyse content that adds genuine value, and informs people
- Oversee the updating and maintaining the NRCH website and social media platforms to maximise Search Engine Optimisation (SEO), enhance user experience and generate leads.
- 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)
- Maintaining NRCH's reputation through targeted engagement with media

Key Responsibilities/Skills

People Management

- Manage recruitment processes; including selection, induction and orientation of staff (in collaboration with People and Culture team).
- Lead workforce planning activities, approval of EFT changes and contract variations.
- Lead and support staff and contractors working within the practices.
- Ensure Talent Management processes are effective, including that all staff in team have a current performance development plan in place and completion of annual reviews.

- Provide consistent communication and team building strategies in place, within team and across the organisation, to foster a positive culture and drive the organisation's mission, vision and values.
- Promote a holistic, multidisciplinary approach to primary health care.
- Engage staff to participate in driving accreditation standards and quality systems into daily practice and establish a culture of continuous improvement.

Operational Management

- Under direction of the General Manager Primary Health, drive, develop and review relevant Policy and Procedures.
- Ensure client confidentiality and client rights and responsibilities are upheld.
- Develop and maintain a positive working relationship with key internal and external stakeholders to build effective partnerships.
- Implement and maintain technological systems relevant to communications, including monitoring data, providing reports and statistics to drive business operations.
- Proactively seek to engage consumers in service planning, review and feedback. Monitor and respond to feedback in a timely manner to resolve identified issues.
- Demonstrate a commitment to health and safety through regular monitoring and review of work practices and the environment to ensure a healthy and safe workplace for all team members in accordance with policies/procedures and legislative requirements
- Monitor health and safety performance and proactively investigate report and as appropriate, address OH&S hazards, incidents and injuries within areas of responsibility.

Financial Performance and Legislative Compliance

- Participate in regular meetings with management and provide monthly reporting to ensure budget planning, monitoring of income, expenditure and performance targets are met.
- Maintain a working knowledge of government legislation and guidelines relevant to the practice and ensure compliance.

Key Capabilities

Communication:

- The ability to present information clearly and persuasively and seek out the ideas and views of others.
- The capacity to communicate appropriately in a variety of settings, while being consistently professional, concise and engaging.
- The ability to present well-constructed written communication.

Decision making:

- The ability to coordinate information from a variety of sources; identify, define, and analyse operational problems and situations and anticipate potential roadblocks.
- Solutions focussed approach to problem solving.

Leadership:

- The ability to inspire and guide individuals including the meaningful link between NRCH's Strategic plan and the individual's role in day to day operations.
- The ability to build capacity within the team s to develop and strengthen specific knowledge and skills needed to provide quality client care and promote self-responsibility for learning.

Teamwork:

- The ability to collaborate with colleagues to seek solutions that are beneficial to all groups as well as forge successful teams among individuals with diverse perspectives and skills.

Action Management:

- Ensure the timely delivery of initiatives, prioritise issues and organize activities to optimize outcomes.

Interpersonal Relations:

- Understand the importance of fostering positive relationships with co-workers and relevant external organizations.
- Treat all stakeholders with dignity, respect and fairness. Strive to alleviate any negative impact of decisions on people.
- Deal with differences of opinion fairly before they escalate into conflict and seek common ground among individuals when opinions differ.

Client Focus:

- The ability to identify and respond to the needs of the community.
- An understanding of the social model of health, clients' rights and responsibilities, health promotion and community participation concepts and the ability to integrate these concepts into action within the Program.
- Actively implements and seeks client feedback in line with organisational Client Feedback policy.
- Engages consumers in planning, design, delivery and measurement and evaluation of systems and services.

Personal:

- At all times, maintain a standard of conduct, reflective of the NRCH Code of Conduct, and those of relevant professional codes.
- Set annual goals for themselves in conjunction with the General Manager and participates in their own annual Performance Management.
- Maintain an effective personal professional development plan.

Qualifications

Essential	Tertiary Qualification (Bachelor level or above) in Communications, Community Development, Public Health or similar
Desired	Master's in Communications or equivalent
Professional Membership(s)	

Experience

Essential	<ul style="list-style-type: none"> • Minimum 3 years' experience managing a Communications Team or Department
-----------	------------------------------------------------------------------------------------------------------------------------------

	<ul style="list-style-type: none"> Commitment to improving the health of vulnerable and marginalised communities Demonstrated extensive leadership and interpersonal skills
Preferred	<ul style="list-style-type: none"> Previous experience working with a diverse community of clients
Key Selection Criteria	
<ol style="list-style-type: none"> Extensive experience effectively managing staff and developing high performance teams that foster growth, development and a culture of learning, continuous improvement and striving for best practise. High level of capability to develop client and stakeholder relationships, including capacity to seek client and community needs to shape services. Proven track record in producing communications material and working with a range of software such as Publisher, SharePoint, Photoshop and website software Experience in developing and managing websites, social media platforms, communications systems, including their use in marketing, promotion and effective customer consultation Excellent analytical and communication skills including ability to develop clear key messages Ability to communicate complex and sometimes contentious information effectively to a wide range of audiences Influencing and networking skills Well-developed time management skills. The ability to prioritise tasks and plan own workloads to ensure deadlines are met. 	
Appointment is subject to: <ul style="list-style-type: none"> Successful National Police Check, and International Police Check, where relevant; Evidence of current Working with Children Check, or willingness to undertake a WWCC. 	

Internal Training Requirements

Topic	Timeframe for completion
NRCH Code of Conduct	3 months
Bullying and Harassment for Leaders	3 months
Cultural Competency	3 months
Hand Hygiene	3 months
Child Safety	3 months
Social Media	3 months
Cybersecurity	3 months
Occupational Health and Safety	3 months
Conflict Negotiation	3 months

Aboriginal Cultural Safety

3 months

All NRCH appointments must:

- 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.
- Create and provide 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.
- 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.
- 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.
- Present for work on time, and follow notification guidelines when ill or late for work or applying for leave.
- Be 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.
- Participate in annual performance reviews where 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.
- Participate in NRCH Accreditation processes as required;
- Work in the guidelines of the NRCH smoke-free environment, including within vehicles.
- Be willing to perform other duties as directed, in accordance with training, skills and experience.

Further Information

For enquiries relating to this position, contact Human Resources on workforus@nrch.com.au.

I understand and have read the above Position Requirements and hereby declare that I am:

1. *suitably qualified and experienced to undertake the duties described herein; and*
2. *physically able to undertake the duties herein described without modification.*

SIGNATURE
[INSERT NAME]:

DATE:



--

Job Demands Checklist

North Richmond Community Health endeavours to provide a safe working environment for all staff. The table below describes the demands and risk factors associated with this job. Applicants must review this information to ensure they can comply with these requirements. Successful applicants will be required to sign the acknowledgment at the end of the position description to confirm their ability to perform the job demands of this position.

Frequency definitions:	
I = Infrequent	Activity may be required very infrequently
O = Occasional	Activity required occasionally, not necessarily all shifts
F = Frequent	Activity required most shifts, up to 50% of the time
C = Constant	Activity that exists for the majority of each shift and may involve repetitive movement for prolonged periods
N/A = Not Applicable	Activity not performed

Aspects of Normal Workplace		Frequency				
Demands	Description	I	O	F	C	N/A
Physical Demands						
Sitting	Remain seated to perform tasks				x	
Standing	Remain standing to perform tasks				x	
Walking	Periods of walking required to perform tasks				x	
Bending	Forward bending from waist to perform tasks		x			
Kneeling	Remaining in a kneeling position to perform tasks	x				
Lifting/Carrying	Light lifting and carrying		x			
	Moderate lifting and carrying		x			
	Assisted lifting (mechanical, equipment, person assist)	x				
Climbing, Working at Heights	Ascending and descending ladders, steps, scaffolding					x
Pushing/ Pulling	Moving objects e.g. trolleys, beds, wheelchairs	x				
Reaching	Arms fully extended forward or raised above shoulder	x				
Crouching	Adopting a crouching posture to perform tasks					x
Foot Movement	Use of leg and/or foot to operate machinery					x
Head Postures	Holding head in a position other than neutral (facing forward)	x				
Fingers/Hand/ Arm Movement	Repetitive movements of fingers, hands and arms e.g. computer keyboarding				x	
Grasping/Fine Manipulation	Gripping, holding, clasping with fingers or hands	x				
Driving	Operating a motor vehicle e.g. Use of hospital cars, deliveries, visiting clients, tractor, ride on mower, forklift, bus etc.		x			
Using role specific tools/equipment	Floor Polishing Machines, Floor Scrubbing Machines and Vacuums					x

Aspects of Normal Workplace		Frequency				
Demands	Description	I	O	F	C	N/A
Psychosocial Demands						
Distressed People	Highly emotional people crying, upset, unhappy, depressed. Eg. Emergency or grief situations			x		
Aggressive/ Unpredictable People	Raised voices, yelling, swearing, arguing. Eg. Drug/alcohol, dementia, mental illness			x		
Exposure to Distressing Situations	E.g. Child abuse, delivering bad news, viewing extreme injuries, viewing deceased		x			
Environmental Demands						
Security Concerns	Concerns about safety and security of self, accessing and leaving work, performing duties		x			
Noise	Environmental/background noise necessitates people raising their voice to be heard		x			
Confined Spaces	An enclosed or partially enclosed space that is not designed or intended primarily to be occupied by a person					x
Biological Hazards	E.g. Exposure to body fluids, bacteria, infection diseases requiring PPE	x				