



HSS Registered February 2017

Public Relations Officer
Health Salaried Officers Agreement: Level G5
Position Number: 602796
Corporate Communications
East Metropolitan Health Service

Reporting Relationships

Corporate Communications Manager
HSO Level G10
Position Number: 602773



Senior Communications Coordinator
HSO Level G8
Position Number: 602780



This Position



Directly reporting to this position:

- Nil

Also reporting to this supervisor:

- Public Relations Assistant; HSO G4

Key Responsibilities

Develops and implements internal and external communication activities for East Metropolitan Health Service (EMHS) and its hospitals and services.

Brief Summary of Duties

1. Communication, public relations and promotion activities

- 1.1 Assists in providing advice to internal stakeholders on public relations and promotional campaigns.
- 1.1 Assists with development, implementation and review of external and internal communication and public relations strategies.
- 1.2 Assists in the coordination of communication activities including newsletters, information sessions, workshops and community engagement events with key stakeholders.
- 1.3 Coordinates the creation and ongoing management of patient and consumer information and publications across EMHS hospitals and services.
- 1.4 Assists in the development and implementation of online and social media strategies for EMHS, in liaison with the Online Communications Officer.
- 1.5 Assists with photo shoots, including taking photographs, and photo selection for public relation activities.
- 1.6 Assists with identifying positive media opportunities.
- 1.7 Assists in coordinating and developing content updates for hospital websites and intranets.

2. EMHS Governance, Safety and Quality Requirements

- 2.1 Participates in the maintenance of a safe work environment.
- 2.2 Participates in an annual performance development review.
- 2.3 Completes mandatory training (including safety and quality training) as relevant to role.
- 2.4 Performs duties in accordance with Government, WA Health, East Metropolitan Health Service and Departmental / Program specific policies and procedures.
- 2.5 Abides by the WA Health Code of Conduct, Occupational Safety and Health legislation, the Disability Services Act and the Equal Opportunity Act.

3. Undertakes other duties as directed, and may be required to work outside normal hours and participate in the EMHS on-call media roster.

Work Related Requirements

Essential Selection Criteria

1. Proven experience in public relations or a related discipline.
2. Demonstrated oral and written communication skills with a particular focus on writing and editing communication publications, articles, media statements and material for online environments.
3. Good interpersonal skills with an ability to work effectively with individuals at all levels.
4. Demonstrated ability in managing multiple projects and meeting tight deadlines.
5. Experience in working as a member of a team and independently with minimal supervision.
6. Demonstrated conceptual and problem solving skills.
7. Current "C" or "C.A." class drivers licence.

Desirable Selection Criteria

1. Tertiary qualifications in public relations, journalism, media, communications or relevant discipline.
2. Previous experience in health or public service sector.
3. Current knowledge and commitment to Equal Opportunity in all aspects of employment and service delivery.

Appointment Prerequisites

Appointment is subject to:

- Evidence of Current "C" or "C.A." class drivers licence.
- Completion of 100 Point Identification Check.
- Successful Criminal Record Screening Clearance.
- Successful Pre-Employment Integrity Check.
- Successful Pre-Employment Health Assessment.

Certification

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

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Manager / Supervisor Name

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Signature or

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HE Number

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Date

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Dept. / Division Head Name

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Signature or

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HE Number

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Date

As Occupant of the position I have noted the statement of duties, responsibilities and other requirements as detailed in this document.

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Occupant Name

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Signature or

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HE Number

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Date

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Effective Date

HSS Registration Details (to be completed by HSS)

Created on

Last Updated on

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