



North Metropolitan Health Service
Job Description Form

HSS Registered September 2018

Public Relations Coordinator

Health Salaried Officers Agreement: Level G6

Position Number: 006139

Strategy and Executive Services

North Metropolitan Health Service

Reporting Relationships

Executive Director Strategy and Executive Service:
Award Level: TBA
Position Number: TBA



Communications Manager
Award Level: HSO Level G10
Position Number: 006183



This Position



Also reporting to this supervisor:

- Media Coordinator
- Web Manager
- Public Relations Officer
- Communications Coordinator
- Graphic Design Publications Officer

Directly reporting to this position:

Title	Classification	FTE

Other positions under control

- Nil

Prime Function/Key Responsibilities

Manages communications with staff and external stakeholders (excluding media) of the designated hospital site(s) or health service(s).

Brief Summary of Duties (in order of importance)

1. Public Relations Coordinator

- 1.1. Manages communications with staff and with the site/service's external stakeholders (excluding media), including liaison with key community organisations.
- 1.2. Develops and implements communication plans and strategies to engage staff and stakeholders where appropriate in internal programs and activities.
- 1.3. Provides advice and assistance to the Executive Director, senior managers and other staff as required in relation to communications with staff and external stakeholders.
- 1.4. Coordinates, develops and edits the site/service's regular newsletter.
- 1.5. Contributes stories to the North Metropolitan Health Service's quarterly newsletter.
- 1.6. Coordinates, develops and edits the hospital/service-wide patient/carer information publications through an appropriate publishing process, including advice and support to staff, and manages non-recruitment advertisements.
- 1.7. On behalf of Executive, coordinates the Open Staff Forum including scheduling and promotion.
- 1.8. Participates in Emergency Control Group during emergency response on request.
- 1.9. In liaison with the NMHS Web Manager, contributes to the hospital/service's website and intranet, ensuring they are accurate and current.
- 1.10. Writes and manages the distribution of global emails to staff, including global emails for the broader healthcare group on request.
- 1.11. Writes, edits and redrafts speeches, statements and briefing materials as required.
- 1.12. Works with the NMHS Media Coordinator to identify opportunities for positive media coverage and assists in the preparation of media releases, briefing materials and media events as required.
- 1.13. Organises events within the site/service as directed by the Executive Director and/or Manager Communications including the long service recognition awards in liaison with HR.
- 1.14. On behalf of Executive, manages the staff recognition awards.
- 1.15. In liaison the NMHS Media Coordinator where required, plans and coordinates functions involving the Minister for Health, Director General or other health service dignitaries.
- 1.16. Represents Public Relations on internal committees as required to provide communications advice and support.
- 1.17. Other duties as directed by the Executive Director and NMHS Communications Manager.

2. NMHS 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 Supports the delivery of safe patient care and the consumers' experience including participation in continuous quality improvement activities in accordance with the requirements of the National Safety and Quality Health Service Standards and other recognised health standards.
- 2.4 Completes mandatory training (including safety and quality training) as relevant to role.
- 2.5 Performs duties in accordance with Government, WA Health, North Metropolitan Health Service and Departmental / Program specific policies and procedures.
- 2.6 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.

Work Related Requirements

Essential Selection Criteria

1. Proven experience in public relations or a related discipline.
2. Experience in designing and implementing public relations or media communication activities in a large organisation.
3. Demonstrated ability to promote the achievements of an organisation and its staff.
4. Exceptional interpersonal, written and oral communications skills.
5. Demonstrated ability to coordinate, develop and edit a broad range of publications.
6. Current "C" or "C.A." class driver's licence.

Desirable Selection Criteria

1. Solid computing and desktop publishing skills.
2. Experience in the health sector or in public relations for the service sector.
3. Knowledge of the organisation and activities of a large health care service.
4. Current knowledge and commitment to Equal Opportunity in all aspects of employment and service delivery.

Appointment Prerequisites

Appointment is subject to:

- Completion of 100 Point Identification Check.
- Successful Criminal Record Screening Clearance.
- Successful Pre-Employment Integrity Check.
- Successful Pre-Employment Health Assessment.
- Evidence of a current "C" or "C.A." class driver's licence.

Certification

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

Manager/Supervisor

Name: Claire Harris
Signature/HE: 42711
Date: 12/9/18

Dept./Division Head

Name:
Signature/HE:
Date:

Position Occupant

Name:
Signature/HE:
Date:

Created on:

Last updated on: September 2018

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