



HSS REGISTERED

Public Relations Assistant
Health Salaried Officers Agreement: Level G3
Position Number: 603078
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 Officer; HSO G5

Key Responsibilities

Assists with the development and implementation of internal and external communication activities for East Metropolitan Health Service (EMHS), its hospitals and services.

Brief Summary of Duties

1. Communication and public relations activities

- 1.1 Assists EMHS Communications team members with implementing internal and external communication and public relations strategies for EMHS, its hospitals and services.
- 1.2 Writes, edits and formats content for EMHS and hospital eNews bulletins, and other electronic communication methods.
- 1.3 Assists with the organisation of events across EMHS, including staff forums and functions.
- 1.4 Assists with patient information activities including editing, production and distribution of patient information material, in addition to the development of consumer publications and reports in accordance with EMHS publication process and style guide.
- 1.5 Assists with the implementation of community engagement activities.
- 1.6 Coordinates photo shoots, including taking photographs, and photo selection for public relation activities.
- 1.7 Assists with identifying positive media opportunities and assisting media crews and photographers covering various stories on site.
- 1.8 Assists in facilitating content updates for hospital websites and intranets in liaison with the EMHS Online Communications Officer.

2. Administration activities

- 2.1 Coordinates internal and external email accounts and responds, as directed, to public relations enquiries from staff and community members.
- 2.2 Maintains a register of all publications.
- 2.3 Maintains a calendar of events.
- 2.4 Provides administrative support to the EMHS Communications team, including drafting correspondence, maintaining office stationery and equipment requirements and booking meetings.

3. EMHS Governance, Safety and Quality Requirements

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

4. Undertakes other duties as directed

- 4.1 May be required to work outside normal hours.

Work Related Requirements

Essential Selection Criteria

1. Experience in public relations or communications, with a comprehensive understanding of public relations or communications principles and theory.
2. Good oral and written communication skills, with experience writing for a variety of communication mechanisms including publications, newsletter articles and online content, in adherence with style guidelines.
3. Good interpersonal skills, including the ability to liaise effectively with individuals at all levels including senior management, staff and members of the public.
4. Demonstrated ability in managing multiple projects and meeting tight deadlines.
5. Ability to work as a member of a team and independently with minimal supervision.
6. Knowledge of working in online environments and with content management systems, e.g. intranets and internets.
7. Relevant experience in the use of computer software applications including Word, PowerPoint and Excel.
8. Current “C” or “C.A.” class drivers licence.

Desirable Selection Criteria

1. Tertiary qualification in public relations, journalism, media, or communications.
2. Relevant experience in the use of computer software applications including SharePoint and Sitecore.
3. Previous experience in a health or government organisation.
4. Current knowledge and commitment to Equal Opportunity in all aspects of employment and service delivery.

Appointment Prerequisites

Appointment is subject to:

- 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.

..... Manager / Supervisor Name Signature or HE Number Date
---	---------------------------	--------------------	---------------------------	----------------------

..... Dept. / Division Head Name Signature or HE Number Date
--	---------------------------	--------------------	---------------------------	----------------------

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

..... Occupant Name Signature or HE Number Date
..... Effective Date				

HSS Registration Details (to be completed by HSS)

..... Created on Last Updated on 23/10/17 he104344
----------------------------	---------------------------------	----------------------------