

Position Title: Manager, Communications

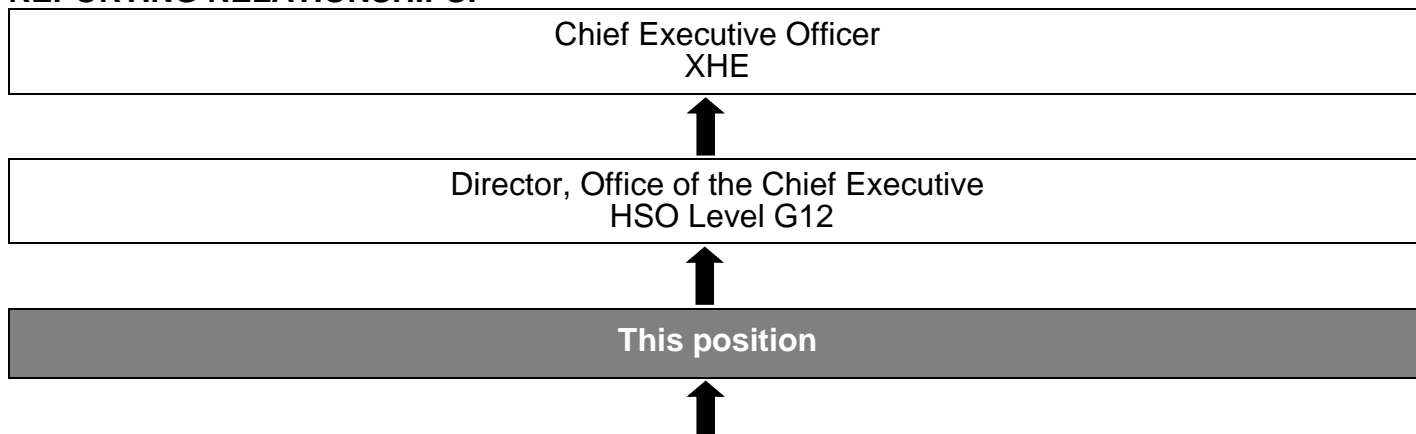
Classification	HSO Level G9
Employment Instrument	Health Salaried Officers Agreement
Organisation	Health Support Services
Business Unit	Office of the Chief Executive
Function	Not Applicable
Location	Perth Metropolitan Area

KEY ROLE STATEMENT

As part of the Health Support Services (HSS) Office of the Chief Executive Business Unit, the Manager, Communications is responsible for:

- Providing strategic leadership in the development, implementation and evaluation of communication plans, programs and policies for Health Support Services.
- Leading, managing and coordinating strategies and programs to ensure effective communication both internally within Health Support Services and externally with other Health Service Providers, the public and key stakeholders.

REPORTING RELATIONSHIPS:



Directly reporting to this position:

Title	Classification	FTE
Team Leader Communications	HSO Level G7	1
Team Leader Communications Online	HSO Level G7	1

ORGANISATIONAL CONTEXT:

Health Support Services (HSS) is the shared service centre for the WA public health system. We provide a suite of services to more than 55,000 employees across WA's public health services and hospitals. Our services include:

- Information, communication and technology services (ICT)
- Procurement and supply
- Workforce services, including payroll, recruitment and appointment, NurseWest and workforce data
- Financial services
- Delivery of customer-driven programs and projects

Our vision is to provide great services to our customers, be known as a valued partner, and support the health of all Western Australians. We seek to achieve this by delivering on our purpose of supporting our customers to provide excellent health care.

Whether you work in our corporate offices, at our customer sites, or out at our warehouses – collectively, our focus is on providing simple, reliable, responsive and sustainable services.

We are a workforce of over 1,400 innovative, dedicated and enthusiastic people. We embrace diversity and believe that our best services come from a workplace where varied perspectives and experiences are welcomed and encouraged.

We are undergoing a major business transformation to establish HSS as a modern shared services organisation and we're seeking the right people to grow our team.

It is an exciting time in the health sector and a defining period for HSS.

HSS VALUES



We put our customers at the heart of what we do



We value and care for each other



We promise, we own, we do



We will find a way



We make a difference together

Our values guide our behaviours and the way we interact with our customers and each other.

BUSINESS UNIT ROLE:

The Office of the Chief Executive (OCE) is responsible for supporting the HSS Chief Executive in their function and coordinating various activities and strategic initiatives across HSS. The OCE is also responsible for corporate communications, media and public relations, activities involving liaison with the Minister for Health and Department of Health, internal audit, governance, risk compliance and ensuring the HSS Executive functions appropriately.

The OCE is also responsible for supporting the operations and management of the HSS Governing Board.

In addition, the OCE contributes to the development of quality health service delivery by providing strategic policy advice and support across HSS and develops projects or programs of work to assure their delivery. The Business Unit also leads, coordinates and undertakes the audit, governance and risk activities, and the development, implementation and evaluation of policies, protocols and guidelines in support of governance initiatives.

POSITION RESPONSIBILITIES:

HSS Leaders and Managers:

- Contributes to the strategic and operational governance of the Health Support Services as a member of the extended leadership team.
- Contributes to the setting of strategic business direction and the achievement of corporate goals, including quality improvement, and the development of a dynamic and innovative organisational culture where employees put our customers at the heart of what they do.
- Contributes to the Health Support Services transformation and continual improvement objectives through constructive transactions with stakeholders and customer agencies.
- Empowering leadership and direction of the relevant area, ensuring objectives are transformed into actions and goals are achieved.
- Contributes to the effective working and image of Health Support Services as a team supporting the achievement of the broader WA health system's objectives.
- As a leader, at all times models behaviour consistent with organisational values, including probity and accountable and ethical decision-making.

HSS Management:

- Promotes a customer-centric culture and a team-based approach based on the Health Support Services values and strategic priorities.
- Champions collaboration, continual improvement and quality management.
- Builds and supports alliances with stakeholders, customer agencies and within Health Support Services to enable the achievement of the organisation's operational and transformational priorities.
- Ensures the work environment is safe, fosters equity and diversity, and enables the achievement of personal and team goals.
- Allocates resources (including financial and human) to achieve optimum effectiveness and efficiency in the delivery of outcomes within service, cost and time expectations.
- Mentors and develops staff and teams to ensure the organisation meets executive, stakeholder and customer expectations.
- Identifies and mitigates risks to current and future service delivery.
- Provides subject expert advice to the Senior Leadership Team where relevant.
- Ensures all contracted services meet agreed timelines, outcomes, deliverables, and are achieved within agreed budget.

HSS Participation (Self):

- Maintains a culture of putting customers at the heart of everything we do and demonstrates a constant approach to the organisation, values and behaviours.
- Contributes effectively to business improvement and change management activities.
- Undertakes all duties in accordance with the WA health system's Code of Conduct, WA Public Sector Code of Ethics, Work Health and Safety and Equal Employment requirements, and other relevant legislation.
- Proactively contributes to maintaining the HSS Work Health and Safety Management (WHS) Framework.
- Takes personal accountability of own performance, and participates in all performance development activities.
- Collaboratively engages with team members, encouraging discussion whilst harnessing different viewpoints creating positive outcomes for key stakeholders.

Role Specific Responsibilities and Key Outcomes:

- Provides strategic planning, leadership and management in the development, implementation and evaluation of HSS corporate communication policies, plans and strategies and deliverables aligned to the achievement of HSS strategic, operational and transformational priorities.
- Develops and coordinates an integrated and planned approach to strategic communications across HSS that promotes the development of a 'Think Customer First' culture and the achievement of HSS purpose.
- Develops, implements, reviews and manages corporate communications policies, strategies and programs for HSS.
- Manages and coordinates all communication, media and public relations strategies for the HSS Board
- Manages and oversees all project and program communication activities for the HSS ICT and Business portfolio of projects. Including complex organisational and system-wide change programs and all major ICT Programs (some valued at over \$80M).
- Provides and leads the delivery of corporate communications consultancy including operational and strategic advice across HSS.
- Provides expert advice to the HSS Board Chair, Chief Executive and Executive on communication, marketing and public relation strategies for HSS.
- Manages and oversees the visual identity and professional image of HSS through the content of websites, intranet sites, newsletters, publications, special project reports, presentations, speeches and form letter correspondence.
- Manages, oversees and coordinates all HSS major events such as Organisation-wide briefings, Minister for Health forums and customer events.
- Governs, manages, develops, implements and authorises layout and content of all HSS intranet and public facing intranet sites in line with WA health system and government policy.
- Manages and delivers specific communications and public relations activities and projects including the writing, editing and publishing of HSS publications and presentations.
- Monitors and advises on style guide requirements in compliance with WA health system guidelines and facilitates standardised publication process across HSS.
- Prepares briefing notes, presentations, speeches, responses to ministerial and other material as required.
- Prepares, delivers and oversees the preparation of the HSS Annual Report, inclusive of content, photography, graphic design and all other elements required to produce the report.
- Develops and manages media engagement and public relations strategies for critical and contentious issues on behalf of HSS, including the provision of on-call media liaison service for the organisation.
- Maintains a media monitoring service for HSS.
- Manages and coordinates responses to all media enquiries on behalf of HSS including written requests and interview requests.
- Maintains an effective and collaborative network with the Department of Health, Health Service Providers and other internal and external stakeholders.
- Provides advice at the Executive Board level within HSS and acts as a liaison between the Department of Health, Health Service Providers and other internal and external stakeholders.
- Represents the Office of the Chief Executive on internal and external committees, working groups and forums in relation to corporate communication strategies.
- Achieves best practice in the corporate communications function by maintaining knowledge and skills in developments and trends in corporate communication applications and techniques.

- Participates in an annual performance development review and undertakes performance development review of staff under their supervision.
- Supports the delivery of HSS services including identifying, facilitating and participating in continuous safety and quality improvement activities.
- Completes mandatory training as relevant to the role.
- Other duties as required.

SELECTION CRITERIA:

ESSENTIAL CRITERIA:

1. Substantial experience at a senior level in communications, public relations or media fields together with an ability to use initiative and develop/apply innovative solutions.
2. Demonstrated capacity to lead the development and implementation of comprehensive communication strategies on behalf of a large organisation.
3. Proven experience in liaising with media on behalf of a government organisation
4. Highly developed interpersonal skills with the ability to build and maintain effective working relationships with a wide range of organisations, interest groups and individuals in the public and private sectors.
5. Excellent communication (both written and verbal), negotiation, conceptual, analytical and problem-solving skills including the ability to write media releases, speeches and reports
6. Proven leadership and management skills including the ability to work as part of, and manage, a team.
7. Ability to prioritise work with the demonstrated ability to meet tight deadlines.
8. Current knowledge of legislative obligations for Equal Opportunity, Disability Services and Work Health and Safety, and how these impact on employment and service delivery.

DESIRABLE CRITERIA:

1. Tertiary qualifications in communications or related discipline or extensive equivalent relevant experience.
2. Experience in a Public Sector Agency.

APPOINTMENT FACTORS

Appointment is subject to:

- Completion of 100 point identification check
- Successful Criminal Record Screening Clearance
- Successful Pre-Employment Integrity Check
- Pre-Employment Health Assessment

The details contained in this document are an accurate statement of the deliverables and other requirements of the job.

Version control	Description	CRC Approval Date	Registered Date
Vs 1.1	JDF Amended	18/03/2021	27/09/2023