

Position Title: Team Leader Communications

Classification	HSO Level G7
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 Team Leader Communications is responsible for:

- Designing, implementing and evaluating communication strategies and programs for HSS, with a view to positively managing staff and stakeholder relationships and maximising staff and stakeholder engagement.

REPORTING RELATIONSHIPS:

Director, Office Of The Chief Executive
HSO Level G12



Manager, Communications
HSO Level G9



This position



Directly reporting to this position:

Title	Classification	FTE
Communications Officer	HSO Level G5	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 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, Occupational Safety and Health and Equal Employment requirements, and other relevant legislation.
- Proactively contributes to maintaining the HSS Occupational Safety and Health Management (OHS) 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:

Leadership

- Promotes and fosters a customer-focused culture within the team based on HSS values and strategic priorities.
- Promotes a 'solution-oriented' mindset within the team that is 'delivery' focused with 'quality' outcomes in a 'timely' manner.
- Champions continual improvement and quality management.
- Acts to facilitate collaborative and effective working relationships between teams, areas, functions and business units of the organisation.
- Works collaboratively with HSS staff and other stakeholders to achieve objectives.
- Provides expert advice and guidance as required.
- Maintains knowledge of current industry standards, trends and practices.
- Represents HSS Communications at meetings as required.
- Participates in and leads cross-functional project teams within HSS to develop and deliver improved services and solutions.

Relationship Management (Stakeholder Relations)

- Builds and maintains strong customer relationships through regular engagement.
- Builds and maintains strong industry relationships within relevant areas.
- Builds and maintains collaborative working relationships with other HSS staff at all levels.

Communications

- Designs and implements media strategies and communications programs to ensure all staff and external stakeholders are informed, updated and engaged with HSS projects and issues.
- Manages and responds to media queries and organises media events in consultation with the HSS Manager, Communications.
- Provides strategic communications advice and support to the HSS Chief Executive and HSS staff to develop communications to internal stakeholders.
- Acts as the HSS representative on internal and external committees as needed, providing communications advice and support to staff as required.
- Acts as the HSS liaison for communications issues with project consultants, government representatives, partner agencies and other stakeholders.
- Oversees the production of communication materials related to HSS ensuring they are of high quality, accurate and up-to-date and adhere to the HSS branding and other relevant guidelines.
- Supports management of the HSS brand / logo including developing template materials and monitoring the use of branding across the health service.
- Manages internal communications including staff e-newsletters, emails and posters.
- Provides communications support for internal and external events including staff information sessions, workshops and community engagement events with staff and key external stakeholders.
- Develops marketing resources and liaises with external marketing and advertising agencies as required.
- Assists in the management of HSS related websites and social media including updating of materials, copy development and approval, ongoing site development and content management.

Program Communications

- Oversee and provide guidance on the overarching Communication Strategy and Plan for HSS Major Programs and Projects to maintain awareness amongst stakeholders at all levels across WA Health, and keep them informed of Major Programs and Projects progress and intent.
- Oversee and provide guidance on individual communication plans to support the successful and smooth transition of all Major Programs and Projects being delivered across HSS. This includes targeting HSP Chief Executives, Executive teams and senior clinicians. Participate in the delivery of regular, face to face communications regarding HSS Major Programs and Projects to HSP Chief Executives, Executive teams, clinical groups, administrative teams and the Program governance structure.
- Manage the ongoing planning, development and implementation of communication activities and material for HSS Major Programs and Projects in accordance with strategies and plans.
- Develop and maintain digital communication material and content as required including high standard presentations, stakeholder communications, hub/website updates, graphics, photos, videos and publications which are professional and engaging to a variety of key stakeholders (from exec-level to technical and field support).
- Use communications to support the execution of the HSS Major Programs Change Management Strategy and Plan which applies across WA Health and encompasses all HSPs.
- Work with the HSS Project Managers to develop regular project status reports to help communicate individual project tracking and updates to stakeholders across WA Health.

- Monitor and report on the success of communication strategies, plans and activities to the Major Program governance structure, and individual HSPs, according to a set of key performance indicators.
- Develop and maintain a media relations tool kit for HSS Major Programs and Projects.

Other

- Contributes positively to a safe team environment that values equity and diversity and enables the achievement of personal and team goals.
- Performs other duties as directed.

SELECTION CRITERIA:

ESSENTIAL CRITERIA:

1. Proven experience in designing, implementing and evaluating communications programs and media strategies in a large organisation.
2. Exceptional and proven written communication skills across a range of mediums for diverse target audiences.
3. Proven leadership and problem-solving skills with a proactive approach to driving communications programs.
4. Highly developed verbal communication, interpersonal, negotiation, influencing and presentation skills working directly with a range of internal and external stakeholders and audiences, including organisational Executive teams.
5. Proven management skills, including the ability to work as part of, and manage, a team.

DESIRABLE CRITERIA:

1. Tertiary qualification in public relations, journalism, media, communications or relevant discipline.
2. Solid website content management and desktop publishing skills.
3. Experience in health sector or in public service sector.
4. Current knowledge of legislative obligations for Equal Opportunity, Disability Services and Occupational Safety & Health, and how these impact on employment and service delivery.

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 1.0	JDF Created	30/05/2023	2/06/2023