



Position Title: Team Leader Communications Online

Classification	HSO Level G7
Employment Instrument	Health Salaried Officers Agreement
Organisation	Health Support Services
Business Unit	Office of the Chief Executive
Function	Communications
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 Online is responsible for:

- Responsible for coordinating the development of website / intranet and the ongoing online strategy across HSS.
- Coordinates internet and social media platforms.
- Develops campaign priorities to support strategic communication priorities.

REPORTING RELATIONSHIPS:



Directly reporting to this position:

Title	Classification	FTE
Online Communications Officer	HSO Level G5	1
Communications and Content 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 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, 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 the 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 - Online

- Oversee and provide guidance on development and implementation of a HSS online strategy for internet and social media platforms to support communication activities.
- Establishes and maintains editorial and design guides for online content.
- Has oversight of websites and social media including content planning, writing and upload.
- Coordinates and advises on HSS business units content on Corporate and Customer Hubs (intranet).
- Manage the ongoing planning, development and implementation of online communication activities and material.
- Advises and supports HSS colleagues who contribute to website content; provides a central point of contact for queries and issues with the delivery of online tools and content, including advice on complying with relevant standards, guidelines and policies.
- Devises and implements monitoring and reporting protocols, and provides recommendations to maintain online site relevance and currency.
- Provides communications support for internal and external events including employee information sessions, workshops and community engagement events with employees and key external stakeholders.
- Acts as the HSS representative on internal and external committees as needed, providing website advice and support to staff as required.
- Assists in supporting the delivery of communications programs and media strategies if required.
- Oversee and provide guidance on HSS Program's branding and reputation in accordance with the expectations of the HSS Chief Executive Office.
- Assists Team Leader Communications with HSS Major Programs and Projects communications activities as required.

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. Significant demonstrated experience in contemporary digital communications and techniques and experience in implementing these communications strategies in a large and complex organisation.
2. Exceptional and proven written communication skills across a range of mediums for diverse target audiences, with experience developing copy and content for a range of mediums, with particular experience in writing for web environments.
3. 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.
4. Experience in using relevant software and applications including content management systems (CMS).
5. Proven leadership and management skills, including the ability to work as part of, and manage, a team, with a proven approach to driving communications programs.

DESIRABLE CRITERIA:

1. Qualification in a relevant discipline or equivalent relevant industry experience.
2. Previous experience and working knowledge of SiteCore and SharePoint.
3. Experience in providing some basic technical support for CMS.
4. Experience of photography, filming and editing for online use.
5. Current knowledge of legislative obligations for Equal Opportunity, Disability Services and Occupational Safety and 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