



HSS Registered

Online Communications Officer
Health Salaried Officers Agreement; Level G5
Position Number: 115335
Corporate Communications
South Metropolitan Health Service

Reporting Relationships

Director Strategic Issues
 HSO Level G12
 Position Number: 110648



Corporate Communications Manager
 HSO Level G10
 Position Number: 110682



This Position



Directly reporting to this position:

Title	Classification	FTE
• NIL		

← Also reporting to this supervisor:

- Stakeholder Communications Manager; HSO Level G8 (1 FTE)
- Media Coordinator HSO Level G6 (1 FTE)
- Publications/Graphic Design Officer; HSO Level G4 (1FTE)

Key Responsibilities

Assists in the development and implementation of a South Metropolitan Health Service (SMHS) on-line strategy; manages SMHS online environments – website, intranet and related web-based functions (social media) – to support SMHS strategic communication efforts; and works with appropriate stakeholders to ensure suitable functionality of such online systems.

Brief Summary of Duties (in order of importance)

1. Online strategy and management (40% breakdown)

- 1.1 Assists in the development and implementation of a SMHS on-line strategy – website, intranet and related web-based functions (social media) – to compliment communication activities.
- 1.2 Manages websites, internets and any other online presence or electronic activity.
- 1.3 Maintains an awareness of web developments and ensure that appropriate improvements are incorporated into local practice.
- 1.4 Assists with the management and implementation of online upgrades.
- 1.5 Devises and implements monitoring and reporting protocols, and provides recommendations, to maintain online site relevance and currency.

2. Online content and support (40% breakdown)

- 2.1 Writes content for SMHS Communication for website, intranet and related web-based functions (social media) to promote SMHS, its hospitals and services.
- 2.2 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.
- 2.3 Prepares and delivers training, presentations and documents to promote the appropriate use of the online sites.
- 2.4 Conducts assessments to ensure online sites meet requirements various legislative and regulatory requirements.
- 2.5 Liaises with external agencies on digital and online content.
- 2.6 Provides a basic level of back up for technical functions.

3. Online administration (20% breakdown)

- 3.1 Establishes and maintains editorial and design guides for online content.
- 3.2 Assists with ensuring SMHS online activities meets WA Health, Public Sector Commission and other legislative and regulatory requirements.
- 3.3 Assists in the development of and adherence to online governance frameworks, policies and procedures.
- 3.4 Manages relationships with relevant stakeholders and any contracts with external suppliers and organisations for the provision of online services.

4. SMHS Governance, Safety and Quality Requirements

- 4.1 Participates in the maintenance of a safe work environment.
- 4.2 Participates in an annual performance development review.
- 4.3 Supports the delivery of safe patient care and the consumers' experience including participating in continuous quality improvement activities in accordance with the requirements of the National Safety and Quality Health Service Standards and other recognised health standards.
- 4.4 Completes mandatory training (including safety and quality training) as relevant to role.
- 4.5 Performs duties in accordance with Government, WA Health, South Metropolitan Health Service and Departmental / Program specific policies and procedures.
- 4.6 Abides by the WA Health Code of Conduct, Occupational Safety and Health legislation, the Disability Services Act and the Equal Opportunity Act.

5. Undertakes other duties as directed.

Work Related Requirements

Essential Selection Criteria

1. Demonstrated experience in contemporary digital communications and techniques.
2. Experience in using relevant software and applications including content management systems (CMS) – SharePoint and SiteCore.
3. Good writing and editing skills with particularly experience with writing for web environments.
4. Excellent interpersonal, negotiation and verbal communication skills.
5. Demonstrated ability to undertake multiple tasks and meet deadlines.
6. Current “C” or “C.A.” class drivers licence.

Desirable Selection Criteria

1. Qualification in a relevant discipline or equivalent relevant industry experience.
2. Experience in providing some basic technical support for CMS.
3. 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 07/10/2016 HE38566
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