



HSS Registered

Media Coordinator
Health Salaried Officer Agreement: HSO Level G6
Position Number: 115334
Corporate Communication
South Metropolitan Health Service

Reporting Relationships

SMHS 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:

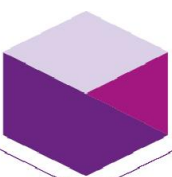
Title	Classification	FTE
• Nil		

← Also reporting to this supervisor:

- Stakeholder Communications Manager; HSO Level G8 (1 FTE)
- Online Communications Officer Level 5 (1 FTE)
- Publications/Graphic Design Officer; HSO Level G4 (1FTE)

Key Responsibilities

Coordinates all aspects of communications between the South Metropolitan Health Service (SMHS), its hospitals and services, and the media.



Brief Summary of Duties (in order of importance)

1. Media management (70% breakdown)

- 1.1 Coordinates all aspects of communications between the SMHS, its sites and services, and all media outlets.
- 1.2 Devises and implements strategies, including the drafting of media releases and organising media events, to proactively promote SMHS sites and services in line with organisational objectives.
- 1.3 Liaises with relevant staff within SMHS and hospitals in gathering information to respond to media queries.
- 1.4 Assists in the preparation of responses to media queries and prepares media lines for contentious issues.
- 1.5 Drafts media statement for SMHS Chief Executive and senior officers of SMHS.
- 1.6 Organises and manages media events for SMHS, its hospitals and services, including where relevant, liaison with Ministerial officers.
- 1.7 Facilitates media requests for patient condition updates and patient interviews / filming / photography requests.
- 1.8 Manages communications with media in the event of emergency situations for all SMHS hospitals and in liaison with stakeholders as required.
- 1.9 Assists in providing crisis management advice to SMHS executive staff, hospitals and services.
- 1.10 Organises media training of senior executives and other staff as required.
- 1.11 Ensures the SMHS media policy and media protocols are maintained and understood.

2. Communications activity (30% breakdown)

- 2.1 Coordinates the development of newsletters for SMHS and hospitals and services, including drafting content and taking photographs.
- 2.2 Prepares stories for hospital internets and intranets, and other online news services.
- 2.3 Assists in the preparation of global messages for SMHS Chief Executive and senior officers.
- 2.4 Prepares speeches and media releases for Ministerial events.
- 2.5 Assists, where required, in the crafting of consumer letters to ensure appropriate and consistency of messaging and information.

3. SMHS 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 Supports the delivery of safe patient care and the consumers' experience including participation in continuous quality improvement activities in accordance with the requirements of the National Safety and Quality Health Service Standards and other recognised health standards.
- 3.4 Completes mandatory training (including safety and quality training) as relevant to role.
- 3.5 Performs duties in accordance with Government, WA Health, South Metropolitan Health Service and Departmental / Program specific policies and procedures.
- 3.6 Abides by the WA Health Code of Conduct, Occupational Safety and Health legislation, the Disability Services Act and the Equal Opportunity Act.

4. Participates on SMHS media afterhours on-call roster

5. Undertakes other duties as directed.

Work Related Requirements

Essential Selection Criteria

1. Proven experience in public relations, media or similar role within a large complex organisation.
2. Excellent interpersonal, negotiation, verbal and written communication skills including an ability to write for multiple audiences and channels.
3. Demonstrated ability to respond to contentious media issues and crisis media management.
4. Demonstrated ability to interpret and assimilate information quickly and accurately, and work under pressure to meet multiple tight deadlines.
5. Excellent problem solving skills including conceptual and analytical.
6. Current "C" or "C.A." class drivers licence.

Desirable Selection Criteria

1. Journalism, public relations or equivalent industry qualification such as cadetship in Journalism.
2. Relevant experience in the use of personal computer software applications including Word, PowerPoint and Excel spreadsheet.
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	He131744 06/10/17
-------------------------	------------------------------	-------------------