



Manager Stakeholder Communications

Health Salaried Officers Agreement; HSO Level G8

Position Number: 113283

Corporate Communications

South Metropolitan Health Service

Reporting Relationships

Chief Executive
 South Metropolitan Health Service



Corporate Communications Manager
 HSO Level G10
 Position Number: 110682



This Position



Directly reporting to this position:

Title	Classification	FTE
• Public Relations Officer	HSO G5	1
• Public Relations Assistant	HSO G4	1

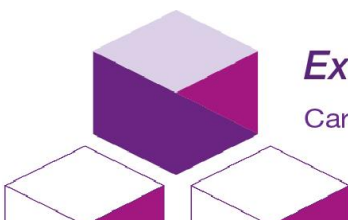


Also reporting to this supervisor:

- Senior Ministerial Liaison Officer, HSO G8 (1 FTE)
- Media Coordinator HSO G6 (1 FTE)
- Online Communication Officer, HSO G5 (1 FTE)
- Publications/Graphic Design Officer; HSO G4 (1FTE)

Key Responsibilities

Coordinates and manages internal and external stakeholder communication strategies and develops and implements integrated (internal and external) communication activities that increase awareness and understanding of South Metropolitan Health Service (SMHS), its hospitals and services.



Excellent health care, every time

Care ■ Integrity ■ Respect ■ Excellence ■ Teamwork

Brief Summary of Duties (in order of importance)

1. Strategic communications coordination (70% breakdown)

- 1.1. Coordinates the planning, development and implementation of comprehensive stakeholder communication strategies, tactics and tools for SMHS key projects and programs, particularly those with a hospital focus.
- 1.2. Provides strategic internal and external communications advice to SMHS hospitals.
- 1.3. Designs and implements comprehensive and integrated (internal and external) communications programs for SMHS key projects and programs.
- 1.4. Contributes to the development of SMHS policy and strategy relating to internal and external stakeholder communication.
- 1.5. Develops and maintains productive working relationships with key stakeholders, both internal and external, to support effective communication and public relations activities.
- 1.6. Manages site based (internal and external) stakeholder communication strategies and tactics.
- 1.7. Evaluates and reviews stakeholder communication strategies for SMHS key projects and programs.
- 1.8. Prepares stakeholder communication risk management plans to protect and enhance the reputation of SMHS.

2. Strategic communication activities (30% breakdown)

- 2.1. Plans and coordinates internal and external stakeholder communication activities including information sessions, workshops and community engagement events with staff and key external stakeholders.

3. Participates on SMHS media out-of-hours on-call roster

4. SMHS governance, safety and quality requirements

- 4.1. Ensures, as far as practicable, the provision of a safe working environment in consultation with staff under their supervision.
- 4.2. Participates in an annual performance development review and undertakes performance development review of staff under their supervision.
- 4.3. Supports the delivery of safe patient care and the consumers' experience including identifying, facilitating and participating in continuous safety and quality improvement activities, and ensuring services and practices align with the requirements of the National Safety and Quality Health Service Standards and other recognised health standards. Completes mandatory training (including safety and quality training) as relevant to role.
- 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. Substantial experience in the successful development, management and implementation of stakeholder communication strategies (internal and external) for a large complex organisation.
2. Exceptional verbal and written communication skills including proven experience writing information brochures, newsletters and website / social media copy.
3. Proven leadership and management skills and ability to manage a small team.
4. Proven ability to effectively build productive working relationships and negotiate effectively with a diverse range of people.
5. Strong project management skills with a proven ability to ensure projects are brought to a satisfactory conclusion and an ability to work quickly and accurately.

Desirable Selection Criteria

1. Tertiary qualifications in public relations, communications or relevant discipline.
2. Previous experience in the health or public service sectors.
3. Current knowledge and commitment to Equal Opportunity in all aspects of employment and service delivery.

Appointment Prerequisites

Appointment is subject to:

- Provision of the minimum identity proofing requirements.
- 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.

Jodie Pudney		HE 19751	16/01/2018
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 22 May 2019
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