



Job Description Form

Community | Compassion | Quality

Integrity | Equity | Curiosity

Position Title

Position number: 616640

Public Relations Officer

Division description

The Operations Division is responsible for leading service provision across WA Country Health Service (WACHS) including the performance of hospitals and other programs. The Operations Division also has leadership and oversight for WACHS Strategic Communications, Command Centre Emergency (Disaster) Management and Patient Experience and Community Engagement.

About the WA Country Health Service

Our Strategic Priorities



Our Values

Community

We live and work in country communities. We are invested in the health, wellness and viability of country communities and the vibrancy, diversity and future of country WA.

Compassion

We are inclusive, respectful, and considerate. We care deeply about the people in our care and country communities.

Quality

We provide safe, high-quality care, constantly striving to innovate, improve and achieve trust in our care.

Integrity

We bring honesty, collaboration and professionalism to everything that we do.

Equity

We are passionate about fairness in healthcare for all Western Australians, especially the most vulnerable and disadvantaged people and communities.

Curiosity

We continually enquire and seek to understand, using the best evidence, insight and research to improve care.

Our Vision

To be a global leader in rural and remote healthcare.

Our Mission

To deliver and advance high quality care for country WA communities.

Directorate overview

The Communications Team provides support to the WA Country Health Service (WACHS) by enhancing communications across its hospitals and health services in regional WA.

This dynamic team is responsible for developing and implementing strategic, external and internal communications for WACHS. Support includes but not limited to: proactive and reactive internal and external communications, reputation and crisis management, media, website and intranet support, social media, events management, stakeholder engagement support, design, print and advertising guidance.

Our Directorate actively supports and encourages diversity and inclusion across all occupational groups through the development and implementation of initiatives aimed at accessing and improving employment and mentoring opportunities for all people. Our strategies are located at www.wacountry.health.wa.gov.au

Position Overview

The Public Affairs Officer develops and supports the delivery of public relations, events and integrated communication services and products to WACHS and its sites. The role liaises and collaborates with stakeholders to develop and coordinate information materials and content across all platforms and develop, deliver and coordinate a range of media activities including preparation of responses to media enquiries, media releases and preparation of ministerial responses. The position also identifies and provides support for public relations opportunities and coordinates and supports delivery of WACHS and site-based events.

Position Details

Position Number:	616640	Registration Date:	10 December 2021
Classification:	HSO Level G5	Location:	Perth
Award / Agreement:	Health Salaried Officers Agreement		
Organisational Context:	Head Office – Communications		

Reporting Relationships

This position reports to:

Senior Media Coordinator, Level G8



Positions under direct responsibility:



Other positions reporting to this position:

Public Relations Assistant, Level G4



Key Duties/Responsibilities

1. Public Relations

- 1.1. Undertake and/or assist in the development, implementation and evaluation of internal and external communications and public relations strategies that reflects WACHS values and supports delivery of project outcomes and WACHS objectives.
- 1.2. Source, research, write, produce, edit and coordinate content, including audio and visual content, for WACHS and site-based major publications, presentations, speech notes, newsletters and digital channels.
- 1.3. Assist in responding and coordinating responses to media queries and preparing media statements aligned with WACHS strategic objectives and values.
- 1.4. Prepare timely and accurate draft responses to Ministerials and Parliamentary Questions.
- 1.5. Collaborate with peers across Corporate Communications so that internal and external stakeholders receive a seamless communications service.
- 1.6. Liaise with internal and external stakeholders to determine WACHS and site-based communications and public relations requirements and facilitate consistent WACHS message and brand.
- 1.7. Liaise with key WACHS and site-based staff to source content ideas, identify positive media opportunities and develop proactive story pitches.
- 1.8. Coordinate and support delivery of WACHS and site-based events including media-oriented events such as media interviews and press conferences, functions and community engagement forums.
- 1.9. Monitor and respond to social media engagement, and undertake social listening, escalating contentious issues that arise.
- 1.10. Assist in managing WACHS and hospital-based websites and their online and web presence.
- 1.11. Evaluate, measure and report on the performance of content and communications and public relations campaigns and activities.
- 1.12. Participate in systems, policy and process improvement initiatives to improve Corporate Communications branch operations.
- 1.13. Participate in emergency management communication and planning.
- 1.14. Ensure public relations and communications comply with WACHS, WA Health and State Government's style guide requirements, branding, accessibility and usability guidelines, and make recommendations for change as required.

2. Relationship Management

- 2.1. Establish and maintain effective working relationships with staff, stakeholders including the Ministers Office, partnering agencies and the media.

3. Other

- 3.1. Other duties as required.



Work Related Requirements

The following criteria are to be read together with the Brief Summary of Duties and considered in the context of the WACHS Values.

Essential

1. Demonstrated experience in implementing and delivering on media, public relations and communications expectations including compliance with government communications and media guidelines.
2. Demonstrated news sense with highly developed written and verbal communications skills with demonstrated ability in writing, editing and producing content for print and digital channels.
3. Strong interpersonal skills with proven ability to liaise and work collaboratively with diverse stakeholders to implement public relations strategies.
4. Experience in identifying and creating compelling stories and PR opportunities that successfully reach target audiences through appropriate channels.
5. Demonstrated experience coordinating projects with competing stakeholders and meeting deadlines with a strong attention to detail.
6. Demonstrated ability to work both independently on multiple projects and in a team environment with minimal supervision.

Appointment Pre-requisites

Appointment is subject to:

- Provision of the minimum identity proofing requirements
- Successful Criminal Record Screening Clearance
- Successful Pre-Employment Health Assessment
- Vaccine status that complies with the [Health Worker \(Restrictions on Access\) Directions No. 3](#)
- Successful WA Health Integrity Check
- Evidence of a current C or C-A Class driver's licence or other specialised licence class
- Ability to travel within the region as required including overnight stays
- Ability to work after hours (including weekends and public holidays) on a rostered basis to respond to media-related matters on behalf of WACHS and to support WACHS during times of crisis management.

WA Country Health Service –
Central Office

10 December 2021
REGISTERED

