



**Swan Hill
District Health**
my hospital



Respect – Professionalism – Care – Commitment – Collaboration

Public Relations Officer

Swan Hill District Health is seeking a Public Relations Officer to establish this new role within the organisation. This full time position will be responsible for delivering marketing and communications content for all Swan Hill District Health's (SHDH) programs and projects, ultimately raising the profile of the work of SHDH. This will include media, fundraising, digital communications, events and community engagement activities.

The role is responsible for the delivery of communication activities for SHDH both internally, with staff and externally, with the local community and beyond.

Key Selection Criteria:

Essential:

1. Formal qualifications in marketing, public relations or journalism.
2. High level written and verbal communication and presentation skills including the ability to write for diverse audiences.
3. Demonstrated understanding and experience in the range of functions of communications.
4. Knowledge and experience in the development, design and production of communication and promotional materials.
5. Demonstrated knowledge and experience of working with IT systems packages used to support a marketing and communications role.
6. An understanding, interest and ability to navigate through technical issues related to the current SHDH website, intranet and other systems.
7. Experience in developing and implementing fundraising strategies and the ability to source and develop potential income streams and marketing opportunities.
8. Excellent interpersonal and relationship building skills and the ability to deal confidently and professionally with stakeholders at all levels.
9. Demonstrated time management skills with problem solving ability, initiative and the ability to be self-directed, motivated and the ability to work under pressure, prioritise workload and meet deadlines.

Desirable:

1. Understanding of the healthcare sector.

For more information contact

Contact Tania Kerr – Communications Officer – E:tkerr@shdh.org.au or phone (03) 5033 9395.

Applications including the names of three referees should be forwarded to: Human Resources Manager Email: Employment@shdh.org.au or address to Human Resources Manager, Swan Hill District Health, PO Box 483, Swan Hill 3585, Victoria. **Email applications are preferred.**

Applications will only be accepted if they address the Key Selection Criteria and include an APPLICATION FOR EMPLOYMENT FORM.

Closing date: 31st March, 2019



Position:	PUBLIC RELATIONS OFFICER
Classification:	Administration Grade 3 or 4 (HS3 – HS4) depending on experience and classification
Department:	Executive Offices
Reports to:	Executive Officer – Primary Care Services
Position Summary:	<ul style="list-style-type: none"> • The Public Relations Officer is responsible for delivering marketing and communications content for all Swan Hill District Health’s (SHDH) programs and projects, ultimately raising the profile of the work of SHDH. This will include media, fundraising, digital communications, events and community engagement activities. • The role is responsible for the delivery of communication activities for SHDH both internally, with staff and externally, with the local community and beyond. • Position is full time for a 12 month period initially.
Responsibilities:	<p>1. Communications and Marketing <i>Undertake a range of communication and marketing support activities as required:</i></p> <ul style="list-style-type: none"> • Act as the point of contact for requests from internal and external stakeholders. This may include requests for logo images, publications, signage, promotional material etc. • Research and write stories for newsletters, correspondence, reports, brochures, intranet, web pages in consultation with relevant staff. • Liaise with external suppliers to coordinate activities associated with communications and marketing projects. • Build effective working relationships with internal stakeholders and clients. • Coordinate the editing, design and production of communications and promotional materials in conjunction with management. • Maintain and update the website, desktop, intranet and social media to help create, monitor and analyse content that adds genuine value, and informs people. • Liaise with web developers/hosts and digital marketing consultant for functionality and opportunity. • Source editorial opportunities, write press releases, act as media liaison and actively nurture and maintain effective media networks. • Participate as directed as an informed and effective member of the crisis communications team and provide advice to the CEO and Board on communication strategies for critical matters. • Draft, edit, proof read and re-write copy for a variety of audiences and within a range on contexts across print and online media. • Organise events and media activities. • Handling print, radio and television inquiries by responding in a timely manner to requests for information, interviews with SHDH staff, patients and families: assisting with story development, photography and/or videos and responding to issues/good news as appropriate. • Liaise with Chief Executive Officer on strategic and media matters. • Liaise with health promotion department and Consumer engagement officer to assist with launches/awareness strategies.

	<ul style="list-style-type: none"> • Draft and design corporate print communications, including a quarterly newsletter for community/donors, Victorian Quality Account and Annual Report. • Support key events, launches and press conferences and assist with the planning and organisation of media, promotion and other duties, including some after hours. • Maintain accurate records, budgeting and evaluation reports. <p>2. Fundraising</p> <ul style="list-style-type: none"> • Effectively communicate and engage with staff, community, supporters, donors and philanthropic organisations regarding the important services SHDH provides and equipment needs. • Manage existing community fundraising programs and assist with the design and implementation of new community fundraising programs. • Develop and encourage the public to support the health service, primarily through financial contributions. • Review, implement and manage our fundraising strategy and plans. Provide guidance and leadership on event, community and individual giving fundraising. • Find creative solutions to engage new fundraisers and reactivating lapsed ones. • Provide marketing and communications support for organisational and special events (internal and external) as needed, including speech writing, presentations, PR, advertising, photography and other materials. • Prepare submissions to Trusts, Foundations and Corporate entities annually to seek funding. • Undertake all work associated with implementing a Bequest and In Memoriam Strategy. <p>This is not necessarily an exhaustive list of all responsibilities, duties, skills or requirements associated with the job and you may be required to carry out any other duties as required commensurate with skills, knowledge, experience/qualifications and position classification.</p> <p>Key Performance Indicators</p> <p>1. Communication & Marketing Plan</p> <ol style="list-style-type: none"> a. Implementation Plan developed including time line, costs and common content for approval by the Communications and Marketing Committee. b. Authorized by Communications and Marketing Committee c. Time lines and costs adhered to. <p>2. Fundraising</p> <ol style="list-style-type: none"> a. Fundraising plan developed and timelines adhered to. b. Fundraising sufficient to cover targets.
<p>Key Selection Criteria:</p>	<p>Essential:</p> <ol style="list-style-type: none"> 1. Formal qualifications in marketing, public relations or journalism. 2. High level written and verbal communication and presentation skills including the ability to write for diverse audiences. 3. Demonstrated understanding and experience in the range of functions of communications. 4. Knowledge and experience in the development, design and production of communication and promotional materials. 5. Demonstrated knowledge and experience of working with IT systems packages used to support a marketing and communications role. 6. An understanding, interest and ability to navigate through technical issues related to the current SHDH website, intranet and other

	<p>systems.</p> <p>7. Experience in developing and implementing fundraising strategies and the ability to source and develop potential income streams and marketing opportunities.</p> <p>8. Excellent interpersonal and relationship building skills and the ability to deal confidently and professionally with stakeholders at all levels.</p> <p>9. Demonstrated time management skills with problem solving ability, initiative and the ability to be self-directed, motivated and the ability to work under pressure, prioritise workload and meet deadlines.</p> <p>Desirable:</p> <p>1. Understanding of the healthcare sector.</p>
Salary/Award:	Salary in accordance with Health and Allied Services Award. Hours of duty as negotiated.
Infection Control:	<ul style="list-style-type: none"> Each staff member has a responsibility to minimize exposure to incidents of infection/cross infection of residents, staff, visitors and the general public. The risk minimization strategies are to be supported by all staff adhering to the Infection Control Manual policies, procedures and guidelines.
Continuous Quality Improvement:	<ul style="list-style-type: none"> Each staff member is expected to demonstrate a commitment to best practice. All staff shall take responsibility for their own practice and share responsibility for creating and maintaining a system that provides safe, high quality health care. All staff will participate in quality improvement activities aimed at improving patient outcomes and maintaining accreditation standards. It is the responsibility of every staff member to be familiar with Health Service-wide and specific Department Policies & Protocols
Person Centered Care:	<p>The Health Service supports in its values the philosophy of Person Centered Care to ensure all people, including health service providers, clients, their carers and family members are respectfully cared for and encouraged to participate in the provision of quality health care.</p> <p>We recognise diversity is part of every person & as such providers of health care must be actively involved in developing models of care that are person centered.</p>
Just Culture:	All staff are expected to support a Just Culture in which reporting is actively encouraged, with an emphasis on learning from issues that arise as opposed to blaming those involved.
Hardwiring for Excellence Values - Standards of Behaviour	SHDH strategic direction has a specific focus on developing strong leaders by improving communication and accountability across the continuum. In line with the SHDH Organisational Values and Standards of Behaviour Charter 2017, staff are expected to align and demonstrate these behaviours, not 'sometimes' but 'always' so as to create and maintain a culture of high performance.
Privacy and Confidentiality:	<p>SHDH are committed to protecting patient and staff privacy and confidentiality, as it is an important aspect of our commitment to providing high quality services. In accordance to both the Health Records Act and the Information Privacy Act, information should only be used and disclosed for the primary purpose of its collection.</p> <p>Each employee has a responsibility to adhere to SHDH's Privacy and Confidentiality Policy, as it is a condition of employment. Any breach of the rules of privacy and/or confidentiality relating to health service business, patients or medical records will result in disciplinary action.</p>
Mandatory Training:	All employees must be aware of and complete designated mandatory training within the required time frame.
Safety:	<p>RESPONSIBILITIES: It is the responsibility of every staff member to:</p> <ul style="list-style-type: none"> Take reasonable care for your safety and the safety of others while at work. Report accidents, incidents and potential hazards as soon as

	<p>reasonably practicable to your supervisor and record on VHIMS reporting system.</p> <ul style="list-style-type: none"> • Advise your supervisor if you have an injury or illness that may affect your ability to perform the inherent requirements of your position. • Be familiar with emergency and evacuation procedures as detailed in the Emergency Procedures Manual. • Complete all Mandatory training requirements as identified and directed. • Comply with the Occupational Health and Safety Act and all SHDH O.H. & S. online Policies and Procedures.
Review:	Completion of My Work Plan on a yearly basis.
Date Written	Dec 2018
Reviewed:	
Managers Name:	
Managers Signature:	
Employees Name:	
Employees Signature:	

Police and Working with Children Checks

Satisfactory Police Checks, and in some areas, Working with Children Checks are mandatory at the point of employment.

If you have a current Police Check and/or Working with Children Check, please show the check identifying numbers and the date of issue: _____

Upon engagement, you will be required to provide the necessary information to complete a Check. Please note that it is a condition of employment that you maintain a current satisfactory Police Check and, if required, Working with Children Check.

Pre-existing Health and Injury Declaration

Swan Hill District Health (SHDH) is committed to achieving a safe working environment for all employees. As part of this, it is our objective to ensure potential employees are not required to work in duties that they are not able to perform safely. As part of the application process for employment with SHDH, we request you to disclose any pre-existing injury or disease which may be adversely affected by the performance of the inherent requirements of the position you have applied for – as described in the Position Description for the position.

Pursuant to S.41 (1) and (2) of the *Workplace Injury Rehabilitation and Compensation Act 2013*, you are required to disclose to SHDH any pre-existing injury or disease that you have suffered of which you are aware, and could reasonably be expected to foresee, could be affected by the nature of this proposed employment.

Failure to make a disclosure, or the making of a false or misleading disclosure, would disentitle you to compensation pursuant to the *Workplace Injury Rehabilitation and Compensation Act 2013* should you suffer any reoccurrence, aggravation, acceleration, exacerbation or deterioration of your pre-existing injury or disease arising out of, or in the course of, or due to the nature of with SHDH. SHDH will rely upon any failure to disclose in accordance with the provisions of the *Workplace Injury Rehabilitation and Compensation Act 2013* as grounds for denying compensation in accordance with S.41 (1) and (2).

Should any alteration, change or rearrangement be necessary to enable you to carry out the inherent requirements of the position, we also request that you disclose these requirements. SHDH is an equal opportunity employer and will arrange any reasonable adjustment to enable a person with a disability to perform the inherent requirements of the position and therefore compete equally with other applicants for this position. Please disclose in the place below any pre-existing injury or diseases that you suffer from, or have suffered from, which could be affected by the nature of your proposed employment with Swan Hill District Health.

Disclosure advice:- (to be completed by the applicant)

I confirm that I have read and understood the contents of the above information and state that I have disclosed all relevant information in relation to my health and physical ability to carry out the inherent requirements of this position.

Signature of applicant: _____ Date:/...../.....

NOTE: If providing this form electronically, you accept that the information is true and correct by the action of submitting the form. You will be requested to sign the printed version at your interview if you are selected.

Enquiries:

Email address: employment@shdh.org.au

Phone: 03 50339315

Postal Address: PO Box 483 SWAN HILL VIC 3585