

POSITION DESCRIPTION

Position	Communications Officer		
Department	Executive	Level of Authority: (as per ORH Instrument of Delegation)	NA
Reports to	Chief Executive Officer		
Responsible to	Chief Executive Officer		
Enterprise Agreement	Health and Allied Services, Managers and Administrative Workers (Victorian Public Health Sector) (Single Interest Employers) Enterprise Agreement <i>And subsequent agreements as may be approved in accordance with Fair Work legislation during the course of employment</i>		
Pay Scale	As per employment contract		

ORBOST REGIONAL HEALTH

Orbost Regional Health provides acute, urgent care, medical and specialist services, and an array of community health, welfare and aged care services. We aim to meet the community needs utilising a flexible funding model. Partnership arrangements enhance our ability to delivery services to an area covering one million hectares across Far East Gippsland. At Orbost Regional Health our innovative multipurpose service has the capacity to embrace a holistic approach to health and wellbeing. We provide not only the Acute and Aged Care facilities, but also many other services to maintain the physical and mental well-being of the community.

POSITION OBJECTIVE

The Communications officer role creates and implements the organisations communications plan and all associated content. The incumbent works closely with staff at all levels of the organisation to create content that advertises and promotes the organisation's services, activities and mission.

POSITION REQUIREMENTS

Position Requirements	
Satisfactory National Police Check (no older than 12 months) <i>Certificate must be provided prior to commencement</i>	Required
Satisfactory Working with Children Check <i>Evidence of application must be provided prior to commencement</i>	Required
Satisfactory NDIS Worker Screening Check <i>Evidence of application must be provided prior to commencement</i>	Not Required
Satisfactory Health Declaration (ORH will provide documentation for completion) <i>Completed document must be provided prior to commencement</i>	Required
Immunisation History (ORH will provide documentation for completion) <i>Completed document must be provided prior to commencement</i> <i>Participation in the annual influenza vaccination program is a requirement</i> <i>Evidence of vaccinations must be provided prior to commencement (eg Certificate from myGov record)</i>	Required
Evidence of Professional Registration	Not Required
Evidence of Professional Qualification	Required
Valid Victorian Driver's Licence	Preferred
Typical Work Schedule	
This position is worked during week days	

POSITION DESCRIPTION

RESPONSIBILITIES AND ACCOUNTABILITIES

Primary Responsibilities and Key Performance Indicators
<ul style="list-style-type: none"> • In collaboration with the CEO manages all media requests and statements and capitalises on media opportunities • Assists managers to align internal messaging with the organisational communications plan. • Assist with maintaining content, including formatting, editing and proofreading various communication documents such as newsletters, bulletins, templates and promotional material. • Assist with the organisation and marketing of events including preparation of invitations, coordinating guest lists, venue hire and catering • Create and upload social media posts, monitor and respond to customer inquiries and feedback on social media platforms and other communication channels, maintaining a positive brand image • Provides advice to the Executive team on media impact • Is responsible for information output including content development, distribution and response management • Works with clinical and non-clinical managers to provide the community with a clear understanding of the locally available services and health service activity • Develops content that communicates strategic intent • Actively promotes ORH and its services within the community • In close consultation with the managers of both clinical and non-clinical areas, the communications officer plans and implements media campaigns that align with key organisation events and activities • Adheres to the social media policy • Foster good public relations with staff, residents, relatives, visitors and the general public • Develop a schedule of communications for regular communications in both print and social media • Undertake other duties as requested by the Manager/Team Leader that are within the scope and skill consistent with the position.
Qualifications and Experience
<ul style="list-style-type: none"> • Bachelor Degree/Diploma in professional writing and editing (or similar) or working towards same desired, but not essential • Previous experience working in publishing, media or communications
Skills, Knowledge and Attributes
<ul style="list-style-type: none"> • Effective oral and written communication skills, including problem solving skills • Applied knowledge of desktop publishing software • Demonstrated understanding of algorithms and demographics • Proficient in Microsoft Office and Photoshop • Ability to work under pressure and meet strict deadlines
Strategic Imperatives
<ul style="list-style-type: none"> • Demonstrate an awareness and understanding of ORH's strategic plan and contribute to the team's work plan to achieve organisational objectives. • Ensure all work practices comply with current ORH policies, procedures and/or guidelines. • Be familiar with organisation's vision and values and demonstrated alignment with the trademark behaviours in day to day practice. • Demonstrate an awareness and compliance with the ORH Partnering with Consumers framework to foster person-centred practice. • Adopt and maintain a progressive and evidence-based approach to service delivery.
Professional Development
<ul style="list-style-type: none"> • Actively engage in the annual performance review and development appraisal with direct supervisor. • Maintain professional competencies and registration (if applicable) and undertake relevant professional development, continuing education and training.

POSITION DESCRIPTION

<ul style="list-style-type: none"> • Ensure completion of mandatory competencies (both organisational and profession-specific) as required upon commencement, annually and in accordance with timelines specified in relevant health service policies and procedures.
<p>Work Health and Safety</p> <ul style="list-style-type: none"> • Regular monitoring and review of personal work practices and the environment to ensure a healthy and safe workplace in accordance with ORH policies/procedures and legislative requirements. • Adhere to Occupational Health and Safety, Equal Employment Opportunities, Emergency Management, Waste Management, Environmental, Sustainability and Infection Control policies, procedures and legislation. • Proactively report OH&S hazards, incidents and injuries to supervisor. • Ensure that infection control guidelines and requirements are known and incorporated into daily work activities.
<p>Quality and Risk Management</p> <ul style="list-style-type: none"> • Actively participate and contribute to quality improvement activities, by identifying and making recommendations on opportunities to improve processes, workplace health and safety, and quality service delivery outcomes. • Be aware of Orbost Regional Health's approach to quality and safety that includes: Risk management, Clinical governance, Patient centred care and Consumer rights and responsibilities, Diversity, Workplace Health, Safety and Wellbeing, Performance reporting and Monitoring, Partnering with Consumers, Quality Improvement and Open Disclosure. • Adhere to ORH incident and complaint investigation policies and procedures. • Actively participate in the Orbost Regional Health quality program and accreditation processes against the relevant standards. • Manage risk in daily work practices. • Adhere to all organisational policies, procedures and health legislations. • Ensure a good knowledge of polices relating to reportable conduct, child safe standards and hospital response to family violence.
<p>Information and Resource Management</p> <ul style="list-style-type: none"> • Understand the purpose of, and be able to use client/corporate records systems and common software applications confidentially and appropriately. • Prepare documentation using clear, concise and grammatically correct language appropriate to the role and service requirements. • Record and maintain accurate and timely data as directed to meet relevant funding and policy requirements. • Work within budget requirements and use resources appropriately. • Comply with record and information management requirements in accordance with relevant ORH policies and guidelines. • All employees of Orbost Regional Health must sign a Confidentiality Statement. This is to ensure that employees shall not at any time, either during the period of employment, or at its completion, divulge either directly or indirectly to any person, confidential knowledge or information acquired during the course of this employment. • All employees of Orbost Regional Health are required to recognise consumer rights and operate within the Charter of Human Rights. • Ensure information relating to patients/clients/consumers and colleague's is kept private and confidential at all times in accordance with ORH policies and procedures.
<p>Communication and Teamwork</p> <ul style="list-style-type: none"> • Actively participate in team meetings, staff forums and other meetings relevant to the role, and as required. • Work in a cooperative and collaborative manner with all team members to foster a positive and supportive work environment and person-centred provision.

POSITION DESCRIPTION

- Provide guidance and support to others within your work area to contribute to a valuable and constructive learning experience.

Immunisation

- It is a condition of appointment that all employees comply with our immunisation requirements during employment. This position is classified as Category C. Yearly flu vaccinations are required for Category A and B.

Diversity and Inclusion

- Support an inclusive environment where all individuals are treated fairly, with respect and receive the same opportunities.
- Recognise and respect diversity and inclusivity within the workplace. Everyone has the right to high quality health care and opportunities regardless of diversity factors which include cultural, ethnic, linguistic, religious beliefs, gender, sexual orientation, age and socioeconomic status. Inclusiveness improves our service to our community and promotes engagement amongst all Orbost Regional Health employees. Actively participate in developing cultural competence including an awareness and understanding of the diverse range of cultures and backgrounds, including Aboriginal and Torres Strait Islander peoples, members of the LGBTQIA+ community, and those from culturally and linguistically diverse backgrounds and people with a disability.

KEY SELECTION CRITERIA

Orbost Regional Health is an equal opportunity employer. ORH Has adopted a common set of principles across the organisation and developed associated trademark values and behaviours. Selection will be based on assessing demonstrated alignment with the skills, qualifications, knowledge, behaviours and other personal qualities required to carry out the role effectively.

Essential Criteria:

- Effective oral and written communication skills, including problem solving skills
- Applied knowledge of desktop publishing software
- Demonstrated understanding of algorithms and demographics
- Demonstrated commitment to the organisation's values and beliefs
- Knowledge of traditional and digital marketing, content marketing and social media marketing

Desirable Criteria:

- Bachelor Degree/Diploma in professional writing and editing (or similar) or working towards same
- Previous experience working in publishing, media or communications

POSITION DESCRIPTION

JOB DEMANDS CHECKLIST

Orbost Regional Health endeavours to provide a safe working environment for all staff. The table below describes the demands and risk factors associated with this job. Applicants must review this information to ensure they can comply with these requirements. Successful applicants will be required to sign the acknowledgement at the end of the position description to confirm their ability to perform the job demands of this position.

Frequency definitions:	
I = Infrequent	Activity may be required very infrequently
O = Occasional	Activity required occasionally, not necessarily on all shifts
F = Frequent	Activity required most shifts, up to 50% of the time
C = Constant	Activity that exists for the majority of each shift and may involve repetitive movements for prolonged periods
NA = Not Applicable	Activity not performed

Aspects of Normal Workplace		Frequency				
Demands	Description	I	O	F	C	NA
Physical Demands						
Sitting	Remain seated to perform tasks			X		
Standing	Remain standing to perform tasks		X			
Walking	Periods of walking required to perform tasks		X			
Bending	Forward bending from waist to perform tasks			X		
Kneeling	Remaining in a kneeling position to perform tasks		X			
Lifting / Carrying	Light lifting and carrying		X			
	Moderate lifting and carrying	X				
	Assisting lifting (mechanical, equipment, person assist)	X				
Climbing, working at heights	Ascending and descending ladders, stools, scaffolding	X				
Pushing / Pulling	Moving objects e.g. trolleys, beds, wheelchairs, floor cleaning equipment	X				
Reaching	Arms fully extended forward or raised above shoulder	X				
Crouching	Adopting a crouching posture to perform tasks	X				
Foot Movement	Use of leg and/or foot to operate machinery	X				
Head Postures	Holding head in a position other than neutral (facing forwards)			X		
Fingers / Hand / Arm movement	Repetitive movements of fingers, hands and arms e.g. computer keyboarding			X		
Grasping / Fine Manipulation	Gripping, holding, clasping with fingers or hands			X		
Driving	Operating a motor powered vehicle e.g. use of hospital cars, deliveries, visiting clients, ride on mower, bus, etc	X				
Psychosocial Demands						
Distressed People	Highly emotional people crying, upset, unhappy, distressed. E.g. Crisis or grief situations	X				

POSITION DESCRIPTION

Aggressive / Unpredictable People	Raised voices, yelling, swearing, arguing e.g. Drug/alcohol, dementia, mental illness	X				
Exposure to distressing situations	E.g. child abuse, delivering bad news, viewing extreme injuries, viewing deceased	X				
Environmental Demands						
Gases	Working with explosive or flammable gases requiring precautionary measures					X
Liquids	Working with corrosive, toxic or poisonous liquids or chemicals requiring Personal Protective Equipment (PPE)					X
Noise	Environmental / background noise necessitates people raising their voice to be heard	X				
Biological Hazards	E.g. exposure to body fluids, bacteria, infectious diseases requiring PPE					X
Cytotoxic Materials	Handling and/or preparation of cytotoxic materials					X
Radiation	Working with radiologic equipment					X

AUTHORISATION

I confirm that I have read and understood this position description and believe that I am able to carry out the requirements of this role safely and effectively and that the conditions and requirements therein form part of my contract of employment.

Employee signature

Employee name (printed)

Date

Orbost Regional Health is a smoke free workplace

DOCUMENT CONTROL

Orbost Regional Health reserves the right to review and amend this document at its discretion.

Reviewed by Manager:	Date: 17/12/2024	Updated: <input checked="" type="checkbox"/>	No update required: <input type="checkbox"/>
Approved by Director:	Date: 17/12/2024	Name: Vicki Farthing, Chief Executive Officer	