

Position Description

Position title:	My Health Record Communications Officer	Location:	St Leonards
Reports To:	Communications & Marketing Manager	Direct Reports:	Nil
Working Relationships Internal:	<ul style="list-style-type: none"> Digital Health Manager It, Communications & Marketing Team Digital Health Team Communications Engagement Coordinator All SNPHN Managers Clinical Engagement 	Working Relationships External:	<ul style="list-style-type: none"> Local Healthcare Providers Community Organisations NGOs Local councils NSLHD Australian Digital Health Agency (ADHA) Private Hospitals Local media
PD Approved:	Chief Executive Officer	Approved:	

Organisation description

The Sydney North Primary Health Network (SNPHN) works on behalf of the Commonwealth to improve health outcomes for patients by increasing the capability and capacity of the primary healthcare workforce to ensure patients receive *the right care*, in the *right place* at the *right time*.

Position purpose

Position purpose:	As the My Health Record Communications Officer, you will lead the delivery and implementation of local communications activities for the My Health Record expansion on behalf of SNPHN. This position will be responsible for delivering stakeholder and community communications activities, and requires excellent communication and organisation skills.
--------------------------	---

Accountabilities

<p>Primary accountabilities:</p>	<p>The Australian Digital Health Agency (the Agency) will provide a national communications strategy, which will inform the development of your local communications plan. Your local plan will take into account the demographics of your region, including any vulnerable or priority groups that need to be prioritised to achieve high consumer awareness. The Agency will also provide creative collateral – printed and digital – to support your activities, but you will be expected to identify any bespoke collateral requirements and provide ongoing feedback on their effectiveness.</p>
<p>Strategy & Planning</p>	<ul style="list-style-type: none"> • Supporting development and implementation of an effective local communications plan • Identify local communicational channels local channels to reach consumers
<p>Stakeholder Engagement</p>	<ul style="list-style-type: none"> • Establishing and maintaining strong relationships with other PHNs, key stakeholders, community organisations and the Agency’s My Health Record communications team • Delivering presentations (or support the delivery thereof) and undertaking other communications activities • Disseminating communication collateral to consumers – via digital and hard copy • Identifying local My Health Record consumer success stories and communicating these to the Agency team • Building relationships with stakeholders, healthcare providers and providing information regarding resources available to them, as well as ensuring they receive collateral which the Agency will issue to them directly • Responding to routine inquiries, including identifying – and assisting to manage – potential issues • Supporting the broader communication and engagement activities of the My Health Record expansion as required.
<p>Reporting & Evaluation</p>	<ul style="list-style-type: none"> • Reporting data from communications activities, using evaluation and information feedback channels provided by the Agency
<p>General</p>	<ul style="list-style-type: none"> • Contribute towards the SNPHN’s overall strategic direction including the implementation of the organisation’s values and mission statement.

	<ul style="list-style-type: none"> • Demonstrate a commitment to SNPHN’s vision and values: <ul style="list-style-type: none"> ~ SNPHN Vision – Achieving together – better health, better care ~ SNPHN Values – iCare ○ Innovation – We Create, We Initiate, We Inspire ○ Collaboration – We Listen, We Understand, We Respond ○ Accountability – We Define, We Adapt, We Deliver ○ Respect – We Inspire Trust, We Are Open, We Act Ethically ○ Excellence – We Own It, We Commit to It, We Achieve It. • Understand and cascade understanding of contractual obligations and deliverables as contained in the various approved Department of Health Annual Plans and other funding agency agreements. • Respect the confidentiality of patients and general practice in line with the organisation’s related policies, procedures and the Privacy Act. • Comply with the organisation’s policies and procedures. • Be aware of individual responsibilities under the relevant Workplace Health and Safety legislation and report as necessary, any untoward accident, incident or potentially hazardous environment. • Fulfil other duties commensurate with the role as directed.
--	--

Organisational expertise

Subject Matter Expertise	In deliveriing on accountabilities above it is expected that you will build expertise (be the organisational SME) in the following key organisational policies, processes and documents:-
SNPHN Policies / Procedures	
SNPHN DoH Contracts:	
SNPHN Supplier Contracts	

Scope of authority

Direct employees work priorities/schedules:	Not authorised	Approve employee expenditure:	Not authorised
Recruit/ terminate employees:	Not authorised	Have Media contact:	Not authorised
Enter into Contracts:	Not authorised	Other (Detail here)	Not authorised

Key selection criteria - qualifications and experience

<p>Required experience, capabilities and qualifications</p>	<p>Essential:</p> <ul style="list-style-type: none"> • Experience in similar roles, including specifically demonstrated skills in communications and stakeholder engagement • Excellent verbal and written communication skills, including experience delivering small-group presentations and responding to queries • Ability to work within and across teams and adapt quickly to a changing environment • Experience planning and managing communications at a local level • Ability to identify and effectively manage issues • Excellent attention to detail and experience meeting a range of reporting requirements <p>Desirable:</p> <ul style="list-style-type: none"> • Relevant healthcare sector experience and understanding of state and/or Commonwealth government • Graduate or postgraduate qualifications in communications, or other relevant discipline
<p>Certifications required</p>	<ul style="list-style-type: none"> • Certification of required tertiary qualifications and professional memberships • Current NSW drivers licence and access to a comprehensively insured motor vehicle – if a requirement of the role • National Police Clearance Check. • Working with Children Check (or willing for a check to be performed, if required). • Reference Checks (2) from past employers.
<p>Special conditions</p>	<ul style="list-style-type: none"> • From time to time work on weekends or evenings may be required, for example, attendance at forums or meetings. • Intrastate and / or interstate travel may be required.
<p>Workplace Health and Safety</p>	<ul style="list-style-type: none"> • Adhere to organisation policies and procedures relating to Workplace Health and Safety and, at all times, take responsibility for own and colleagues wellbeing.

Position Description Acceptance/Agreement

I declare that I have read and understand this position description. I understand that the tasks and accountabilities included may vary from time to time by the organisation in response to changing priorities.

Name _____ Signature _____ Date _____