

GPHN104 - Manager Communications **Full time, Ongoing Position (*subject to funding*)**

WHO WE ARE:

Gippsland PHN is a not for profit charity that works at a regional level to achieve improved whole of system health care. Our vision is for a Measurably Healthier Gippsland. We work closely with the primary health care system, identifying opportunities to improve health outcomes in Gippsland communities. We do this through health system improvement programs, and by commissioning services to address local health needs via our regional commissioning role.

We aim to:

- Ensure health issues are prioritised, understood and invested in; using local strengths;
- Build and support local capability in primary health care professionals;
- Enable transparent communication and information exchange across the primary health care sector; and
- Improve access in primary health services particularly for those at risk of poor health outcomes, and where gaps exist in hard to reach locations.

WHO WE ARE LOOKING FOR:

Manager Communications

Do you have skills and experience in prioritising strategic communication and authentic engagement that is essential to building positive stakeholder relationships?

We currently have a full time (1.0FTE) career opportunity available as the Manager Communications. The Manager Communications is responsible for leading the development and implementation of a consistent approach to operationalise the Communications and Stakeholder Engagement Framework, the Strategic Communications and Engagement Strategy, and the Gippsland PHN Social Media Strategy, to enhance the profile and safeguard the reputation of Gippsland PHN, and to tell stories of outcomes which demonstrate impact.

Prioritising strategic communication and authentic engagement is essential to build positive stakeholder relationships. This prioritisation is essential for Gippsland PHN to realise its vision and strategic purpose. Gippsland PHN strategies, initiatives, programs and projects are underpinned by our approach to stakeholder engagement and communication.

Building new relationships and strengthening existing ones is foundational for successful engagement. Gippsland PHN works together with the community, consumers and carers as well as other stakeholders to improve the health of people in Gippsland. Our engagement and communication approaches are focused on outcomes that achieve a measurably healthier Gippsland.

This role also provides supervision and guidance to the Communications team.

We are looking for an astute, agile, dynamic, outcomes focused team member. Use your skills to complete work packages including but not limited to:

Stakeholder Engagement

- Manage the ongoing development, implementation and evaluation of the organisation's Community and Stakeholder Engagement and Communications Framework;

- Cultivate and maintain strategic and operational communication partnerships with key partners and stakeholders in the local community;
- Collaborate with external stakeholders and staff on the content and focus of communication activities; and
- Develop and influence positive relationships with all internal staff through accurate, timely and consistent advice in line with Gippsland PHN policies and procedures, and attending Manager and Leadership meetings.

Marketing and Communications

- Lead the development, implementation, and monitoring of monthly content plans which effectively promote Gippsland PHN and support the delivery of strategic objectives;
- Ensure alignment of communication strategies with the Gippsland PHN values and strategic directions;
- Provide professional, timely and accurate communication and marketing advice supporting the General Manager Operations and Mental Health, COO, and CEO;
- Develop key messages, collateral, and media releases to support the activities of Gippsland PHN;
- Support the General Manager Operations and Mental Health, COO, and CEO with media advice, and preparation for interviews and launch events;
- Act as a key contact for external organisations and nurture relationships with regional media, including developing effective responses to media enquiries;
- Provide leadership and advice on the Gippsland PHN identity and branding in alignment with the Style Guide, including the development and monitoring of all organisational publications;
- Manage, develop, and provide oversight, direction and practical assistance regarding the content and information on various pages of the Gippsland PHN external website, including the upload of information related to events relevant for the Education calendar and emergency alerts;
- Manage the contract for an external website maintenance provider;
- Manage the development and publications of regular newsletters to a range of stakeholder groups;
- Manage, develop, and provide oversight, direction and practical assistance regarding relevant Internal communications;
- Implement the Gippsland PHN Social Media Strategy, including the monitoring and management of content and engagement with posts;
- Manage the content development, design, publication and promotion of the organisation's Annual Report;
- Provide reports and analytics on the effectiveness of communication and engagement activities; and
- Prepare and make presentations to the Executive team and other internal/external audiences.

WHAT WE OFFER:

- *attractive remuneration;*
- *salary packaging;*
- *flexible working environments with a choice of being based at one of our three office locations (Traralgon, Wonthaggi or Bairnsdale), with a mix of working from home environments by agreement;*
- *a great organisational culture; and*
- *the chance for you to make a real difference to the health outcomes in our community.*

HOW TO APPLY:

To view the Key Selection Criteria, please click on the [position description here](#). Navigate to page 4 and 5.

[To submit your application which must include a covering letter, resume, and your addressed key selection criteria, please click here.](#)

Alternatively, you can email your application with your **three** attached documents to recruitment@gphn.org.au

Members of the LGBTIQ+ community, those from culturally and linguistically diverse communities, people with lived experience, Aboriginal and/or Torres Strait Islander peoples, and people living with a disability are strongly encouraged to apply.

For further information relating to this position, please contact human resources on **03 5175 5409**.

DIVERSITY AND INCLUSION:

At Gippsland PHN we value diversity and inclusion. We encourage and celebrate a diverse and inclusive workforce that embodies respectful, psychologically safe work practices where everyone can contribute. We value diversity in culture, ethnicity, race, sex, gender identity or expression, sexual orientation, age, disability status and neurodiversity.

APPLICATIONS CLOSE: Sunday 02 February 2025

All enquiries and applications will be handled professionally and with the strictest of confidence.

