

# Position Description

## Director Corporate Communications

<b>Classification:</b>	EX03/HS8
<b>Business unit/department:</b>	Strategy, Sustainability and Engagement
<b>Work location:</b>	Austin Hospital <input checked="" type="checkbox"/> Heidelberg Repatriation Hospital <input type="checkbox"/> Royal Talbot Rehabilitation Centre <input type="checkbox"/> Other <input type="checkbox"/> (please specify)
<b>Agreement:</b>	Victorian Public Health Sector (Health and Allied Services, Managers and Administrative Officers) (Single Interest Employers) Enterprise Agreement 2021-2025
<b>Employment type:</b>	Full-Time
<b>Hours per week:</b>	38
<b>Reports to:</b>	Chief Strategy Sustainability and Engagement Officer
<b>Direct reports:</b>	Two
<b>Date:</b>	September 2025

Austin Health acknowledge the Traditional Custodians of the land on which Austin Health operates, the Wurundjeri People of the Kulin Nation. We pay our respects to Elders past and present and extend that respect to all Aboriginal and Torres Strait Islander peoples.

### Position purpose

The Director Corporate Communications reports to the Chief Strategy, Sustainability and Engagement Officer and is responsible for leading the Corporate Communications team to:

- Disseminate clear, timely, relevant and consistent messages to our target audiences.
- Increase understanding and awareness of Austin Health, including our organisational goals and objectives and key service offerings.
- Support Austin Health to achieve its strategic objectives.
- Build brand recognition and loyalty.
- Protect and enhance our reputation through transparent and effective communications, positive external positioning and effective issues management.
- Build employee engagement, pride and morale.

The Corporate Communications team manages a range of marketing and communications activities including organisational change and project communications, brand management, internal

communications, events, media and PR, issues management, and print and digital communications (website, intranet and social media).

The position has overall accountability for the performance of this team, ensuring clear strategies, business planning and reporting are in place, and that activities align with and support Austin Health's strategic agenda.

## About the Directorate/Division/Department

The Corporate Communications function protects and enhances Austin Health's reputation, communicates effectively with internal and external audiences, and builds employee engagement and connection. The team provides strategic communications advice and support to the executive team, divisions and departments. The team manages various communications activities including media relations, issues and crisis management, brand and reputation management, stakeholder relations, government relations, internal communications, event management, and channel management (website, intranet and social media).

## Position responsibilities

- Provide strategic counsel to the CEO, Executive and Board on issues of reputational and communications risk.
- Develop annual business plans/budgets that enable the achievement of Austin Health's strategic and communication objectives.
- Oversee the evolution of Austin Health's communications framework and adopt innovative solutions to drive continuous improvement and engagement.
- Provide expert issues and crisis management advice.
- Lead the development of engaging multimedia content and messages for different purposes, channels and audiences.
- Build effective and mutually beneficial relationships and engagement opportunities with external stakeholders to support both Austin Health activities.
- Lead and support the team in the design and implementation of effective communications and engagement strategies that align with Austin Health's strategic and operational agenda.
- Ensure the Division's operations, processes and procedures are reviewed as necessary to ensure their effectiveness and support the team's performance.
- Actively create and promote an environment of high performance and learning through coaching, team collaboration and maintain a positive workplace culture.
- Lead, coach and mentor a high-performing team and provide clarity and direction in a complex and dynamic environment.
- Oversee operational decisions relating to budgets, staffing and resource utilisation, to ensure accountabilities are achievable and agreed targets met.
- Develop and negotiate agreements, contracts and commercial arrangements for the provision of services from internal and external service providers as appropriate.

## Selection criteria



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## Essential skills and experience:

- Experience in a senior leadership role in corporate affairs and communications, with a focus on both internal and external needs.
- Demonstrated experience developing and executing effective integrated communications and engagement strategies that mitigate reputational and communications risk.
- Demonstrated experience in issues and crisis management and leading teams to respond.
- Exceptional stakeholder management skills and the ability to build strong rapport and effective working relationships with colleagues, stakeholders and strategic partners.
- Exceptional writing and editing skills and the ability to target messages to diverse audiences.
- Excellent people leadership and interpersonal skills and demonstrable experience of leading and developing teams.
- A degree in communications or related discipline.
- At least five years' experience in a senior leadership role in corporate affairs/ communications, with a focus on both internal and external.
- Significant experience of budget management and business planning
- Demonstrated experience influencing across an organisation and connecting the right people at the right time to achieve desired outcomes.
- Proven ability to work effectively with Board and senior Executives
- Drive, enthusiasm and confidence
- Excellent communication skills with the ability to deal with all types of people
- Ability to problem solve in a variety of complex situations
- Ability to build a dynamic team which works effectively within a multidisciplinary environment
- Ability to initiate and manage projects
- Possess advanced negotiation and interpersonal skills, adaptable to a complex professional environment
- Possess sound analytical judgement and problem solving skills
- Excellent interpersonal skills, including the ability to initiate and facilitate effective workplace change and foster sound working relationships with a range of stakeholders and interests

## Desirable but not essential:

- Experience working within health or the public service valued but not essential.



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## Professional qualifications and registration requirements

There are no qualifications or registration requirements for this role.

## Quality, safety and risk – all roles

All Austin Health employees are required to:

- Maintain a safe working environment for yourself, colleagues and members of the public by following organisational safety, quality and risk policies and guidelines.
- Escalate concerns regarding safety, quality and risk to the appropriate staff member, if unable to rectify yourself.
- Promote and participate in the evaluation and continuous improvement processes.
- Comply with the principles of person-centered care.
- Comply with requirements of National Safety and Quality Health Service Standards and other relevant regulatory requirements.

## Other conditions – all roles

All Austin Health employees are required to:

- Adhere to Austin Health's core values: *our actions show we care, we bring our best, together we achieve, and we shape the future.*
- Comply with the Austin Health's Code of Conduct policy, as well as all other policies and procedures (as amended from time to time).
- Comply with all Austin Health mandatory training and continuing professional development requirements.
- Provide proof of immunity to nominated vaccine preventable diseases in accordance with Austin Health's immunisation screening policy.
- Work across multiple sites as per work requirements and/or directed by management.

## General information

### Cultural safety

Austin Health is committed to cultural safety and health equity for Aboriginal and/or Torres Strait Islander People. We recognise cultural safety as the positive recognition and celebration of cultures. It is more than just the absence of racism or discrimination, and more than cultural awareness and cultural sensitivity. It empowers people and enables them to contribute and feel safe to be themselves.

### Equal Opportunity Employer

We celebrate, value, and include people of all backgrounds, genders, identities, cultures, bodies, and abilities. We welcome and support applications from talented people identifying as Aboriginal and/or



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Torres Strait Islander, people with disability, neurodiverse people, LGBTQIA+ and people of all ages and cultures.

### **Austin Health is a child safe environment**

We are committed to the safety and wellbeing of children and young people. We want children to be safe, happy and empowered. Austin Health has zero tolerance for any form of child abuse and commits to protect children. We take allegations of abuse and neglect seriously and will make every effort to mitigate and respond to risk in line with hospital policy and procedures.



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