

Austin Health

Position Description

Position Title: Head of Communications & Media

Classification:	EX04
Business Unit/ Department:	Fundraising & Corporate Communications, CEO Office
Work location:	A new office location is being established on or adjacent to the Austin Hospital campus.
Agreement:	VICTORIAN PUBLIC HEALTH SECTOR (HEALTH AND ALLIED SERVICES, MANAGERS AND ADMINISTRATIVE WORKERS) SINGLE INTEREST ENTERPRISE AGREEMENT 2021 - 2025
Employment Type:	Full-Time, permanent
Hours per week:	38
Reports to:	Director Fundraising and Corporate Communications
Direct Reports:	2 or 3 (TBC)
Financial management:	Budget: \$800,000
Date:	January 2025

About Austin Health

Austin Health (including the Olivia Newton-John Cancer and Wellness Centre) is recognised for high-quality, person-centred care. We're renowned for our specialist work in cancer, transplantation, infectious diseases, obesity, sleep medicine, intensive care medicine, neurology, endocrinology, mental health and rehabilitation.

We're the largest Victorian provider of training for specialist physicians and surgeons, and internationally recognised as a centre of excellence in hospital-based research.

Our services are delivered to patients across four main sites in Melbourne, in locations across our community, in people's homes, and within regional hospitals across Victoria.

We aim to provide an inclusive culture where all staff can contribute to the best of their ability and strive to develop further. We recognise that our people are our greatest strength. We want them to thrive, be their best selves and feel engaged, safe and empowered. To achieve this, diversity and inclusion is essential to our culture and our values. You can view our current Diversity and Inclusion Plan [here](#).

Commitment to Gender Equality

Austin Health is committed to gender equality in the workplace. In developing our [Gender Equality Action Plan](#) we have been guided by the gender equality principles set out in the Gender Equality Act 2020 (Vic). We believe that everyone should live in a safe and equal society, have access to equal power, resources and opportunities and be treated with dignity, respect, and fairness.

Position Purpose

The **Head of Communications and Media** is responsible for leading communications and media for Austin Health and its associated brands and services. This role leads the corporate communications team to ensure activities support Austin Health's strategic agenda.

Reporting to the Director Fundraising & Corporate Communications, this hands-on role drives positive engagement and collaboration. We are a small team and everyone pitches in to support each other and to deliver our strategic objectives.

This role is part of the media on-call roster and will be required to regularly work or be on call out of hours to support or manage events, respond to media queries/issues, and attend to other matters as needed.

About Corporate Communications

The respected and high-performing **Corporate Communications team** sits in the Foundation & Corporate Communications division, which is part of the CEO directorate. This division encompasses corporate communications, fundraising and volunteer engagement.

The Corporate Communications team provides strategic communications advice and tactical 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, social media, podcasts, etc).

The **Head of Communications & Media** heads up the corporate communications and media function, and currently has three direct reports: Senior Communications Adviser, Content Producer, and Communications & Engagement Specialist (Fundraising)*. The team also works closely with the Digital Specialist (websites and intranet), who reports into the Director of Fundraising & Corporate Communications.

The team is currently working from home but will soon work on a hybrid basis in line with Austin Health policies, with set days in an office very close to the Austin Hospital. Travel between Austin Health campuses and other locations will be required, as will some out of hours work (including being on call for media during set periods).

**This role may move into the Foundation (fundraising) team with a dotted line into the Head of Communications & Media role, TBC.*

Purpose and Accountabilities

Role Specific:

- Lead the internal and external communications and media functions for Austin Health (including the Olivia Newton-John Cancer and Wellness Centre).
- Be the brand steward for Austin Health and all related corporate brands.
- Coach and mentor the team to drive exceptional performance.
- Provide clarity and direction in a complex and dynamic environment.
- Lead and support the team in designing, developing and implementing effective communications strategies that align with Austin Health's strategic and operational agenda.
- Provide expert issues management advice and strategic counsel to the CEO, Executive, clinical leads and Director Fundraising & Corporate Communications.
- Lead the evolution of Austin Health's communications framework and strategies, and adopt innovative solutions to drive continuous improvement and engagement.
- Proactively seek opportunities to find and share Austin Health stories and messaging to support greater trust, goodwill and positive engagement.
- Oversee the growth and effectiveness of Austin Health's social media engagement via bold, brand-appropriate and innovative approaches.
- Enhance media monitoring and social listening, and embed a measurement and improvement culture for the function.
- Build effective and mutually beneficial relationships and engagement opportunities with partners and stakeholders to support Austin Health activities, including media, Department of Health, NEPHU and other relevant organisations.
- Lead and support initiatives and complete other tasks, as required.

All Employees:

- Comply with Austin Health [policies & procedures](#) as amended from time to time.
- Comply with the Code of Conduct and uphold our values, and diversity and inclusion commitments.
- Maintain a safe working environment for yourself, colleagues and members of the public by following organisational safety, quality & 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 centred care.
- Comply with requirements of National Safety & Quality Health Service Standards and other relevant regulatory requirements.
- Comply with Austin Health mandatory training and continuing professional development requirements.
- Work across multiple sites as per work requirements and/or directed by management.

People Management Roles:

- Maintain an understanding of individual responsibility for safety, quality & risk and actively contribute to organisational quality and safety initiatives.
- Ensure incident management systems are applied and a response to local issues and performance improvement occurs.
- Support staff under management to comply with policies, procedures and mandatory training and continuing professional development requirements.

Selection Criteria

Essential knowledge and skills:

- A degree or commensurate experience in communications or related discipline.
- At least five years' experience in a leadership role in communications, corporate affairs or media.
- Superb interpersonal, leadership and collaboration skills, with experience in driving positive engagement to deliver exceptional performance.
- Sophisticated understanding of communications theory and effectiveness, and how to influence change within a complex environment.
- Demonstrated experience in developing and executing effective integrated communications and engagement strategies that build internal/external engagement/trust and mitigate reputational risk.
- Exceptional technical communications skills, including writing and editing for specific purposes (including online and social), and flair for segmenting audiences and effectively targeting messages.
- Ability to build strong rapport and effective working relationships across all levels of an organisation.
- Authentic commitment to supporting cultural safety.
- Strong drive to monitor the environment, keep abreast of issues affecting the health sector in Victoria and proactively apply insights to enhance performance.
- Demonstrated experience in media and issues management, providing counsel and engaging teams to respond to reactive and proactive media matters.
- Excellent track record in managing budgets and delivering campaigns on time and within financial limits.
- Exceptional project management and organisational skills to manage competing timelines and priorities.
- Ability to maintain a positive, pragmatic and outcomes-driven approach through thick and thin.
- Demonstrated experience in preparing annual reports and meeting statutory deadlines.

Desirable but not essential:

- Experience working in public health organisations.
- Have existing relationships with media.
- Experience delivering attitudinal and behavioral change communications to support cultural safety, anti-racism, diversity and inclusion.
- Experience in advising and supporting senior executives and boards.

General information

Austin Health is a Child Safe Environment

Austin Health is committed to child safety. We want children to be safe, happy and empowered. We support and respect all children, as well as our staff and volunteers. Austin Health has zero tolerance of child abuse, and all allegations and safety concerns will be treated seriously in line with legal obligations and our policies and procedures.

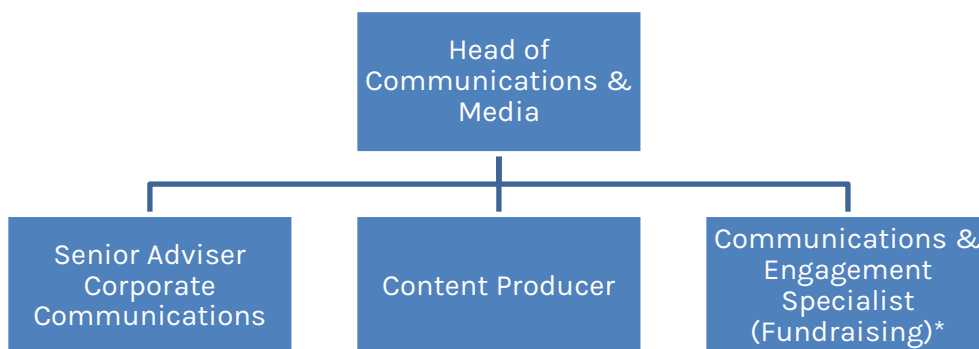
Equal Opportunity Employer

Applications from Aboriginal and Torres Strait Islanders are encouraged to apply. For more information about working at Austin Health, please follow this link to Austin Health's Aboriginal Employment website: www.austin.org.au/careers/Aborigineemployment

Document Review Agreement

Manager Signature	
Employee Signature	
Date	

People Management Role-Direct Reports



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