

Position Description

Senior Communications Adviser

Classification:	HS5
Business unit/department:	Corporate Communications
Work location:	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)
Agreement:	Victorian Public Health Sector (Health and Allied Services, Managers and Administrative Officers) (Single Interest Employers) Enterprise Agreement 2021-2025
Employment type:	Full-Time
Hours per week:	38 (1 FTE)
Reports to:	Head of Media & Communications
Direct reports:	Nil
Financial management:	Budget: Nil
Date:	March 2026

Austin Health acknowledges the Traditional Custodians of the land on which we operate, the Wurundjeri Woi Wurrung 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 Senior Communications Adviser plays a key role in identifying, developing and delivering compelling stories that showcase the work of Austin Health across internal and external channels.

Working as part of a small and highly collaborative Corporate Communications team, the role requires a proactive communications professional who can build strong relationships across the organisation and translate complex clinical, research and operational activity into engaging content.

The Senior Communications Adviser will work closely with clinicians, researchers and operational leaders across designated areas of the organisation to identify and develop stories that demonstrate Austin Health's impact and reputation as a leading health service. This includes developing content for internal communications, media engagement and digital platforms.

The role also provides communications advice and support to stakeholders, supports proactive and reactive media activity, and contributes to the effective management of Austin Health's communications channels and reputation.

The role requires initiative and strong relationship-building skills. The Senior Communications Adviser will be comfortable getting out across the organisation, meeting people and identifying stories and opportunities that should be shared with staff, media and the community.

About the Directorate/Division/Department

The Corporate Communications team has accountability for designing and implementing internal and external communications strategies that support Austin Health's strategic objectives, drive positive employee engagement, and protect and enhance the organisation's brand and reputation.

The function provides strategic and tactical communications advice and support to the executive team, senior leaders and department heads. The team manages a range of communications activities including publications, PR, media relations, issues management, brand and reputation management, event management and channel management (website, intranet and social media).

The Corporate Communications function is currently made up of 5 employees including:

- Director, Corporate Communications
- Head of Communications & Media
- Digital Communications Specialist
- Senior Communications Adviser (this role)
- Content Producer

While the position is primarily located at Austin Hospital (145 Studley Road, Heidelberg), travel between Austin Health campuses and to other locations may be required.

Position responsibilities

- Act as a business partner for key internal stakeholders and major projects and provide strategic and tactical support for communications activities.
- Lead, develop and implement external and internal communications strategies and plans that help achieve business or project objectives.
- Provide communications support for major organisational events and announcements.
- Write quality and engaging content for print, social media and online channels.
- Build and maintain strong relationships with internal and external stakeholders and suppliers.
- Investigate and identify opportunities to strengthen brand reputation through media channels in collaboration with other areas of the health service; develop media pitches and releases to showcase organisation achievements to strengthen and improve brand reputation and trust; actively pursue media coverage for proactive stories; and support development of content for proactive opportunities.
- Monitor and manage communications enquiries received through team inboxes and phone lines, coordinating responses with subject matter experts and senior communications staff.
- Respond to media enquiries and issues, prepare spokespeople for interviews, develop and deliver approved media responses.
- Work with the Head of Media & Communications to facilitate and deliver ministerial events and activities at Austin Health campuses.
- Deliver regular media coverage reporting and analysis for senior leaders, Executive and Board.



Our actions
show we care



We bring
our best



Together
we achieve



We shape
the future

- Help manage the appropriate use of the brand internally and externally to maintain brand integrity.
- Manage and oversee internal communication channels.
- Identify opportunities to strengthen internal communications and employee engagement through new or enhanced channels.
- Conduct regular audits on internal communication channels to enhance and improve processes; and develop and implement procedures to cover gaps in internal communication processes.
- Represent and advocate on behalf of the Corporate Communications team within committees, working groups and other forums to achieve business or project objectives and ensure communications is considered early in project development and issues management.
- Provide strategic advice and support to senior leaders and executives, and positively influence decision making on internal and external issues.
- As a member of the Corporate Communications team take shared responsibility for the coordination and updating of the Corporate Communications internal and external content calendar, desktop screensaver schedule and website banner schedule.
- Support the Content Producer role to develop, schedule and distribute social media content to enhance brand reputation and support business objectives.

Selection criteria

Essential skills and experience:

- Strong writing, editing and proofreading skills with the ability to write high quality and engaging content for print and online channels.
- Strong interpersonal skills and the ability to build rapport with a broad range of internal and external stakeholders, including senior managers.
- Experience in identifying positive stories from across an organisation and development of multi-channel promotional approaches.
- Experience in proactively pitching stories to journalists and media outlets and a track record of securing media coverage.
- Experience developing and implementing high quality integrated internal communications strategies and plans.
- Experience working directly with a range of internal stakeholders including senior managers.
- Highly developed project management skills and the ability to meet deadlines.
- An ability to work independently and as part of a team.

Desirable but not essential:

- Experience with photography
- Experience using Adobe Creative Suite and InDesign
- Experience using Canva
- Experience with SharePoint
- Experience/interest in the health sector.

Core competencies

- Strategic thinker
- Ability to juggle competing priorities and work under pressure
- Sound judgement and common sense
- Positive, can-do attitude
- Stakeholder engagement and management
- Influence

Professional qualifications and registration requirements



Our actions
show we care



We bring
our best



Together
we achieve



We shape
the future

- A degree in communications (or related discipline) with a minimum of 5 years in a similar 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 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



Our actions
show we care



We bring
our best



Together
we achieve



We shape
the future

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.



**Our actions
show we care**



**We bring
our best**



**Together
we achieve**



**We shape
the future**