Position Description

Senior Digital Communications Adviser

Classification:	Administration Officer Grade 5 (HS5 – HS33)
Business unit/department:	Corporate Communications
Work location:	Austin Hospital ☒ Heidelberg Repatriation Hospital ☐ Royal Talbot Rehabilitation Centre ☐ Other ☐ (please specify)
Agreement:	Victorian Public Health Sector (Health and Allied Services, Managers and Administrative Officers) (Single Interest Employers) Enterprise Agreement 2025-2027
Employment type:	Full-Time
Hours per week:	38
Reports to:	Head of Communications & Media
Direct reports:	Nil
Financial management:	Budget: Nil
Date:	November 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 Digital 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 Digital Communications Adviser will work closely with clinicians, researchers and operational leaders across designated areas of the organisation to identify communications opportunities that demonstrate Austin Health's impact and reputation as a leading health service. This includes developing content for digital and internal channels, identifying proactive media opportunities and supporting major organisational communications.

The role also provides strategic and tactical communications advice to stakeholders and contributes to the effective management of Austin Health's communications channels and reputation.

The Senior Digital 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 Corporate Communications 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
- Content Producer
- Senior Digital Communications Adviser (this role)

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 communications business partner for key internal stakeholders and major projects, providing strategic and tactical advice and representing Corporate Communications on relevant committees and working groups.
- Lead, develop and implement external and internal communications strategies and plans that help achieve business or project objectives, including communications for major organisational events and announcements.
- Develop clear, engaging and accessible content for social media and online channels, translating complex clinical, research and operational information for a range of audiences.
- Work with the Content Producer role to develop, schedule and distribute social media content to enhance brand reputation and support business objectives.
- Produce high-quality video and visual content, including filming, editing and capturing B-roll footage, and develop engaging, on-brand visual assets for social media, digital and internal communications. This includes staying across emerging trends, formats and audience behaviour to improve content reach and engagement.
- Develop content for the Austin Health website and other digital platforms, including service-related content that supports patient understanding and access.
- Help manage the appropriate use of the brand internally and externally to maintain brand integrity.

- Manage and continuously improve internal communication channels, identifying opportunities to strengthen employee engagement and implementing improvements to channels, processes and procedures.
- Contribute to the coordination and planning of Corporate Communications activities and content across internal and external channels.

Selection criteria

Essential skills and experience:

- Strong skills and experience in developing compelling and creative content for social media and online channels.
- 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 producing video and photography content, from capture through to distribution.
- Experience using Adobe Creative Suite (Premiere, Photoshop, InDesign, Illustrator).
- Experience using Canva.
- Experience with SharePoint.
- 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/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

- 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 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.