

## Position Description

Position title	Communications Assistant (Backfill role for Parental Leave)
Responsible to	Senior Manager, Communications
Responsible for	Nil direct report
Location	Wollongong
Salary range	Band 1 (\$62,700 - \$78,375)
Conditions	National Employment Standards Employment Contract Company policies and procedures Flexible work practices
Remuneration and benefits	Base salary plus superannuation at statutory rate Salary packaging in line with Registered Health Promotion Charity status Professional development opportunities
Probity checks	Reference checks National Criminal Record Check Qualifications/Certifications required for the position Professional registrations and memberships as required for the position
Level of delegation	As outlined in Delegations Policy

### Organisational context

COORDINARE is the values led Primary Health Network for South Eastern NSW supporting primary care in the region to be person centred, accessible; equitable; safe and high quality, comprehensive; population orientated; and coordinated across all parts of the health system. COORDINARE provides a unique blend of private and public perspectives and innovative thinking which aims to ultimately transform the health of people in the region.

COORDINARE has adopted a business model that is data-driven, using clinical expertise and consumer feedback, to determine local needs and co-design initiatives that improve health outcomes, achieve better consumer experiences, enhance provider satisfaction, and deliver value for money. Using population health data, working closely with our GP-led Clinical Councils, our Community Advisory Committee and through our strategic alliances with the Local Health Districts, we set clear local priorities as well as identify strategies to implement the national priorities locally.

COORDINARE works at four levels within the health system to achieve person centred care:

- **Involving consumers** in decision-making both at an individual level – around people’s own health, treatments, and illness-management and at an organisational level – around policy development, service design, delivery, and evaluation.
- **Supporting general practice** as the cornerstone of primary care.
- **Working within local communities** to commission services which improve outcomes for at-risk, high needs groups.
- **Building system enablers and designing service improvements** to optimise pathways for patients and coordinate their care.

COORDINARE commissions services, in line with our Commissioning Framework, focusing on those most at risk of poor outcomes, rather than providing services directly. Commissioning involves a strategic approach to purchasing services from providers, using information gathered from our Needs Assessments and analysis of local provider markets. Our approach to commissioning also involves ongoing and collaborative relationships with service providers, working together to design initiatives and ensure that contracted deliverables and quality outcomes are met.

### Purpose

The Communications Assistant will work collaboratively with the Communications Team to support communication activities which engage key stakeholders, in particular general practitioners and health consumers, with the purpose and activities of COORDINARE.

The Communications Assistant will also assist with the implementation of an overall communications strategy that will build the profile of the organisation and optimise COORDINARE’s impact on improving the health of the community.

### Key accountabilities

- Assist with the coordination of content, editing, publication and distribution of stakeholder publications such as newsletters, and support the development of other publications such as brochures, factsheets, reports etc.
- Assist with coordination of artwork, and printing and distribution of promotional materials.
- Ensure consistent and compliant (in accordance with funding agreements) branding across all printed and digital materials.
- Assist with maintaining, updating, and enhancing the organisation’s websites, including generating and sourcing content.
- Assist with the development of content for COORDINARE’s social media channels including multimedia content.
- Reporting monthly on key communication activities including social media, website, and newsletter engagement.
- Assist with activities which relate to consumer engagement including liaising with members of the Consumer Engagement Team.
- Assist with the coordination of good news stories and case studies.
- Monitor COORDINARE media stories and local/regional health news stories and share key articles with staff members.
- Support internal communications via the intranet and Workplace.

## Key relationships

- Internal – All staff, Supervisors and Executives.
- External – Partner organisations, website developers, consumers, video production companies and external graphic designer.

## Key challenges

- Dealing with confidential and sensitive matters.
- Balancing conflicting interests between stakeholders.
- Working to deadlines – prioritising and balancing the demands of projects that are in different stages of development.
- Establishing and maintaining work practices and attitudes that maintain high quality and incorporate continuous improvement.
- Working in a fast-paced environment.

## Key outcomes

- Stakeholder publications produced as required and in line with branding strategy.
- Digital and social media engagement increased annually.

## Selection criteria

1. Tertiary qualifications in communications, marketing, or other relevant discipline.
2. Experience in similar roles, including demonstrated skills in developing and implementing effective communication activities across diverse audiences using a variety of appropriate channels.
3. Excellent verbal and written communication skills, including previous experience developing presentations, media releases, case studies, website and social media content, and reports.
4. Demonstrated ability to work within and across teams in a changing environment, exercise initiative, meet tight deadlines and work within budget constraints.
5. Experience in working with and upholding branding guidelines.
6. Excellent attention to detail and experience in using digital technology including social media, websites, and newsletter and email marketing platforms, Adobe Creative Suite, and MS office software applications.
7. Current NSW Driver's licence and access to a comprehensively insured motor vehicle for work-related travel.
8. Current COVID 19 immunisation certificates.

*COORDINARE is an equal opportunity employer embracing diversity. We strongly encourage applications from Aboriginal and Torres Strait Islander people. We are sector leaders with excellent benefits, and a hybrid workplace in the beautiful SENSW region.*

*Successful applicants must have the right to work in Australia, be willing to complete a Criminal Record Check and, due to our purpose and nature of our work, must be able to demonstrate up to date COVID 19 vaccination status or medical exemption.*

As the incumbent of this position, I confirm I have read the Position Description, understand its content, and agree to work in accordance with the requirements of the position.

Employee name:	Employee Signature:	Date:
Managers name:	Managers signature:	Date:

*Please note if this PD is for a new role it will need to be reviewed and approved by the CEO.*

Date	Version No.	Author	Approved by	Reason for update
Feb 2017	2	Communications Manager	Director Strategy & Performance	Newly created role
Oct 2018	2	Communications Manager	Director Strategy & Performance	Internal recruitment process
March 2019	3	Communications Manager	Director Strategy & Performance	Internal recruitment process
June 2020	4	Manager, Communications	Director, Corporate Services	Internal recruitment process
Aug 2023	5	Manager, Communications	Director, People & Culture	Recruitment process   internal EOI
May 2024	6	Senior, Manager Communications	Director Strategy & Performance	Recruitment   back fill for maternity leave)