

POSITION DESCRIPTION

Position Title:	Spectrum Communications and Stakeholder Lead
Award Classification:	HS4
Award / Agreement Name:	Victorian Public Health Sector (Health and Allied Services, (Managers & Administrative workers) Single Interest Enterprise Agreement 2021-2025
Position Reports to:	Statewide Services Communications Manager

EASTERN HEALTH – HEALTHIER TOGETHER

Eastern Health is one of Melbourne’s largest metropolitan public health services. We provide a comprehensive range of high quality acute, sub-acute, palliative care, mental health, drug and alcohol, residential care, community health and statewide services to people and communities that are diverse in culture, age and socio- economic status, population and healthcare needs

SPECTRUM

Spectrum specialises in personality disorder and complex trauma. Spectrum is a centre of clinical excellence for personality disorder and the statewide specialist personality disorder service for Victoria, funded by the Department of Health and provided by Eastern Health.

Spectrum provides direct clinical care for people with complex and or severe personality disorder, secondary consultations and second opinions for clinicians working with people experiencing complex trauma or personality disorder. Spectrum’s training team offers a range of programs to empower professionals, people who experience personality disorder and complex trauma and the family and friends who care for them. Underpinning these areas are Spectrum’s research, innovation and evaluation activities. Spectrum provides leadership and advocacy for appropriate access to evidence based healthcare and other supports for individuals and their carers living with personality disorder across Australia.

Our aim is to enable people with borderline personality disorder to lead their own meaningful and purposeful lives and to significantly reduce suicide rates and stigma around mental health, personality disorder and complex trauma.

www.spectrumbpd.com.au



1. POSITION PURPOSE

This position is within the Statewide Services Communication Team. You will be part of a team which provides support to both Spectrum and Turning Point. Spectrum is a centre of clinical excellence for personality disorder and trauma. Its mission is to apply best available evidence to improve treatment and recovery for those with borderline personality disorder and trauma.

The role will focus on organisational communications activities across traditional and online platforms to promote services and activities, including:

- Website content and design;
- Telehealth clinical and consultation services;
- Face-to-face clinical and consultation services
- Research
- Education

This position is primarily responsible for preparing regular relevant social media content across multiple platforms, development of traditional media messages and opportunities and general communications support across Spectrum and the Statewide Services team.

The role requires advanced knowledge and skills in media and communication best practice and will work collaboratively with the broader communications team.

2. MAJOR DUTIES AND/OR RESPONSIBILITIES

Communications tasks

- Develop and curate high quality content for different audiences, including people with a lived experience of BPD, their carers, the mental health workforce and the wider community
- Update and manage the Spectrum website including promoting training opportunities and resources
- Develop messaging and opportunities to promote Spectrum in traditional media, including its research activities
- Develop and deliver proactive messaging for internal and external audiences
- Work closely with internal stakeholder groups to provide strategic positioning advice, maximise positive media coverage and manage risk
- Develop content across a range of mediums including websites, social media and print collateral
- Provide editorial expertise across Spectrum content including digital fact sheets and website content
- Support the Statewide Services Communications Manager in the development of the communications and media strategy, stakeholder engagement and project delivery.
- Create a range of digital assets photos, videos for use on social media and websites.

Stakeholder tasks

- Deliver the stakeholder engagement strategy for Spectrum that works with internal and external stakeholders to achieve its goals including increased funding and awareness of Spectrum
- Develop trusted and collaborative relationship with the Victorian Government at a department and ministerial level
- Work with Statewide Services to identify and approach new stakeholders relevant to the aims of the organisation

General

- Develop and maintain harmonious, effective interpersonal relationships with all Statewide Services personnel, wider staff group in Eastern Health, community and professional groups and with the external community.
- Participate in quality projects as required
- Attend and participate in program development, implementation and review activities

3. SAFE PRACTICE AND ENVIRONMENT

Occupational Health and Safety

Eastern Health is committed to provide and maintain a working environment for all staff that is safe and without risk to health. All staff are to take care of their own health and safety and the health and safety of any other person who may be affected by your acts or omissions at the workplace. Understand responsibilities and accountabilities to yourself and others in accordance with OH&S legislation and Eastern Health policies and promote a working environment that is congruent with these guidelines. This includes staff reporting of all clinical and OHS incidents and near misses, particularly those related to Occupational Violence, Manual Handling and Slips, trips and falls.

Staff are required to comply with all state legislative requirements in respect to the Occupational Health and Safety Act 2004 and the Workplace Injury Rehabilitation and Compensations (WIRC) Act 2013.

4. TRAINING AND DEVELOPMENT

Relevant, practical and timely education should direct, facilitate, enhance and support the professional growth and practice of employees in a health environment characterised by change. All programs should endeavour to promote evidence-based practice, a problem-solving approach and to be competency based.

You are expected to participate in the personal development process on an annual basis.

5. QUALITY

As a staff member of Eastern Health staff are required to comply with Eastern Health performance standards and participate in continuous monitoring and improvement as part of your role. You are also required to comply with legislation, professional standards and accreditation standards.

As a staff member employed by Eastern Health services you must have and maintain the appropriate skills and knowledge required to fulfil your role and responsibilities within the organisation. In addition, you must ensure that you practice within the specifications of this position description, and where applicable within the agreed scope of practice.

You are responsible for ensuring safe high-quality care in your work. This will include complying with best practice standards, identifying and reporting any variance to expected standards and minimising the risk of adverse outcomes and patient harm. In addition, you will ensure that service and care is consistent with the EH approach to patient and family centred care.

6. CONFIDENTIALITY

Any information obtained in the course of employment is confidential and should not be used for any purpose other than the performance of the duties for which the person was employed. Staff are bound by the Information Privacy Act 2000 and the Health Records Act 2001.

7. EQUAL EMPLOYMENT OPPORTUNITY

You agree to adhere to the Equal Employment Opportunity policies and practices of the Health Service. Discriminatory practices, including sexual harassment, are unlawful. The Health Service will not tolerate discriminatory behaviour and any such conduct may lead to the invoking of the Disciplinary Policy and Procedure, which may result in termination of employment.

8. PERFORMANCE DEVELOPMENT

A Performance Review, that includes agreed targets, will occur three (3) months from commencement and then annually based on the duties and responsibilities outlined in this position description. This is an opportunity to review personal and the allocated work unit's service performance, facilitated by the setting of objectives/goals and ongoing evaluation of performance and achievement. Objectives will be developed annually, documented, discussed and agreed with the immediate line manager, who will act as the assessor. The incumbent is expected to demonstrate and show evidence annually of on-going self and allocated work unit's service development.

9. EASTERN HEALTH'S PROMISE

Our promise to our communities, patients, consumers and staff is that we will be HEALTHIER TOGETHER. Bolder than a vision for the future, our promise calls us to action. We know that working together is the only way we can achieve what is necessary for a healthier future.

Our values are ones in action and are the behaviours that matter most.

- Respect for all
- Safe always
- Partnering in care
- Learning and improving everyday

Learning from the challenges of the past and looking to the future, we understand that we are building towards a more engaged, more reliable, always safe health service in partnership with our people to improve every day.

10. ATTACHMENTS

- Attachment 1 Key Selection Criteria
- Attachment 2 Additional Information

11. NOTE

Statements included in this position description are intended to reflect in general the duties and responsibilities of this position and are not to be interpreted as being all-inclusive.

Prior to accepting any offer of employment, prospective employees will be required to read and commit to the Eastern Health Code of Conduct, including (but not limited to) issues of Occupational Health and Safety, Equal Opportunity and Confidentiality.

Vaccination against infectious disease is a mandatory requirement of this role. An offer of employment is conditional on you providing evidence that you are currently vaccinated against COVID-19, prior to commencing employment.

Signed: _____

Date: ____/____/____

Manager

INCUMBENT STATEMENT

I _____ (Incumbent Name) have read, understood and accepted the above Position Description and associated Attachments.

Signed: _____

Date: ____/____/____

ATTACHMENT 1

KEY SELECTION CRITERIA

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Position Reports to:	Statewide Services Communications Manager and Spectrum Executive Clinical Director

Essential

- A tertiary qualification in journalism, public relations or media & communications and 3-4 years' experience working in a similar role
- Well-developed skills in communication management
- Experience in leading, developing and implementing communication strategies to support the successful implementation of projects.
- Demonstrated exceptional written communication skills across different channels and styles and the ability to distil complex information
- Stakeholder management - both internally and externally maintaining and building strong, trusted relationships
- Ability to report on and quantify impacts of media and communications activities
- The ability to manage competing priorities, effectively delegate to the team and request resources to support expanding work when required

Desirable

- Experience in health promotion, mental health, gambling or other drug and alcohol fields

Aboriginal & Torres Strait Islander Candidates

Eastern Health's Aboriginal Workforce Plan 2023 – 2026 has recently been released. With a strong focus on cultural safety and belonging, actions included in the Workforce Plan provide practical supports for all Aboriginal and/or Torres Strait Islander staff.

An Aboriginal Employment Coordinator is available to ensure each person has culturally safe and positive employee experiences which foster belonging and access to diverse experiences and career pathways.

Should you require further information regarding this position or support to complete an application, please contact the Recruitment Manager for this position or Eastern Health's Aboriginal Employment Coordinator at Aboriginal.Workforce@easternhealth.org.au

ATTACHMENT 2

Eastern Health/Department/Specialty Information & additional position requirements

Position Title	Spectrum Communications and Stakeholder Lead
Department / Specialty Area	Spectrum
Campus / Physical Location	Richmond

ORGANISATIONAL CONTEXT

Statewide Services

The Statewide Services Program consists of Turning Point and Spectrum. Turning Point is a national specialist alcohol, drug and gambling organisation that integrates treatment and support services with research, education and training. Spectrum is Victoria's only statewide centre for the specialist treatment of borderline personality disorder and provides training and education and contributes to research in this area.

Spectrum

Spectrum is a centre of clinical excellence for personality disorder and trauma. Its mission is to apply best available evidence to improve treatment and recovery for those with borderline personality disorder and trauma. Spectrum's work can range from contributing to research, capacity building in the workforce (statewide and nationally), to providing a full clinical service of empirically supported treatment interventions including: specialist assessment and individual and group psychotherapy, biomedical treatments and secondary consultation (including telephone and online). The clinical work is organised across a variety of work domains and staff, who although allocated to a particular area, are expected to work across all these areas as service demand requires.

The clinical work is supported by senior specialists in Workforce Development and Research/Evaluation. Additional specialist psychiatry cover is provided by a psychiatrist and up to two full time psychiatric registrars.

Clinical leadership is provided by the Deputy Clinical Director, Associate Director and Clinical Managers. Final authority for all clinical matters rests with Executive Clinical Director, Spectrum.

Operational leadership is provided by the Associate Program Director. Final authority for all operational matters rests with the Program Director, Statewide Services.

Various work domains of Spectrum are detailed below.

1. **A complex needs care team** that is agile and resourced to provide tertiary level direct patient services for patients determined as complex and/or suffering severe personality disorder. This includes secondary consultations for clinicians and others treating patients accepted for Spectrum treatment from this team. The team provides treatment and consultation to people supported by specialist AMHS or forensic-corrections services.
2. **Outpatient Treatment Clinics** operating from Richmond provides empirically supported individual and group psychotherapy treatments (Dialectical Behaviour Therapy, Mentalization

Based Treatment, Good Psychiatric Management) for people with personality disorder and where indicated, carers and family, referred from the primary, private and public sectors.

3. **Intake service** that receives calls from referrers and the general community. The intake service will process referrals for appropriate assessment and follow up. It will collate, update and distribute information suitable for consumers, their families and carers as well as deliver an expert telephone based secondary consultation for primary health clinicians (GP's, private psychiatrists and GP practice mental health clinicians) and clinicians from Victorian Area mental health services (AMHS) who are treating people with BPD. Telephone services will link to various web based information supports developed and maintained by this team.
4. **A Workforce Development Team** providing training for a range of clinicians in the primary and public sector, Mental Health Community Support workers, as well as carers. This service will also include development initiatives for participating AMHS's that may involve more intensive, integrated packages of training, secondary and tertiary consultation to the AMHS aimed to achieve agreed development objectives, for periods of up to 12 months.
5. **Research and Innovation Team** evaluates Spectrum activities, develops treatments and models of care that are appropriate for Australian health care settings and undertakes broader research and publication activities.
6. **Spectrum Assessment Clinic** provides specialist assessments or psychiatric second opinions for patients referred to Spectrum by AMHS's and GP's.
7. **Personality Disorder Initiative** provides consultation, support and mentoring to Personality Disorder Specialists in six area mental health services as part of a collaborative initiative to increase the workforce capacity to work effectively with people with personality disorder.
8. **Lived Experience Workforce** provide consultation, co-facilitation of training and education, co-facilitation of wellbeing program (consumer), advocacy and advice from their lived experience of either being a person with a diagnosis of and/or caring for someone with personality disorder and/or complex trauma.

Turning Point

Turning Point was established in 1994 and amalgamated with Eastern Health in October 2009 and is formally affiliated with Monash University. Turning Point is a national addiction treatment centre, dedicated to providing high quality, evidence-based treatment to people adversely affected by alcohol, drugs and gambling, integrated with world-leading research and education. Combining innovative research in the clinical, population health and policy fields, with service innovation, surveillance, system enhancements, capacity building and specialist support, Turning Point directly assists services, communities and government to respond to current and emerging issues.