

Eastern Health

POSITION DESCRIPTION

Position Title:	Mental Health and Wellbeing Media and Content Coordinator
Award Classification:	HS3
Award / Agreement Name:	Victorian Public Health Sector (Health Professionals, Health and Allied Services, Managers & Administrative Officers) Multiple Enterprise Agreement 2016-2020
Position Reports to:	Communications Manager, Statewide Services

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



1. POSITION PURPOSE

This position is within the Statewide Services Communication Team. You will be part of a team supporting the Eastern Health Mental Health and Wellbeing unit to promote their work across multiple cohorts, both internally and externally.

This new role focuses on social media, internal communication and traditional media. It is an opportunity to develop and promote EHMHW work through communication channels and with internal and external stakeholders.

The role is a 0.6 position and will be expected to be present at the various Eastern Health sites to connect with the EHMHW teams, including Box Hill (other examples)

This position is primarily responsible for preparing strategic communications and messaging to enhance the reputation of EHMHW and will develop strategies to effectively engage with stakeholders including Eastern Health staff, the Eastern Health catchment area community, funders and the EHMHW teams.

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

1. MAJOR DUTIES AND/OR RESPONSIBILITIES

- 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
- Work closely with the EHMHW team to develop and pitch stories to news outlets
- Develop content across a range of mediums including social media and internal channels
- 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.

2. 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, in particular 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 Compensation (WIRC) Act 2013.

3. 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.

4. 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 centered 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 on the basis of 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

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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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

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 was released in February 2023. 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