

Eastern Health

POSITION DESCRIPTION

Position Title:	Communications Manager
Award Classification:	HS5
Award / Agreement Name:	Victorian Public Health Sector (Health and Allied Services, (Managers & Administrative workers) Single Interest Enterprise Agreement 2025-2027
Position Reports to:	Associate Program Director, Turning Point Statewide Services (operational) Head of Policy and Strategic Communication

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

Statewide Services comprise of Turning Point including Hamilton Centre and Spectrum.

Turning Point is Australia's leading national addiction treatment, training and research centre. Turning Point seeks to transform the way society provides treatment, specialist care and support for those affected by addiction. Turning Point is Eastern Health's Clinical Centre of Excellence. Turning Point also works in partnership with Monash University.

The Hamilton Centre is a Victorian statewide specialist service that provides integrated treatment, research, and workforce training for people living with co-occurring mental illness and addiction. Led by Turning Point, it connects major health networks to deliver holistic clinical care across metropolitan and regional Victoria.

As part of Eastern Health, Spectrum is the statewide centre of clinical excellence that provides leadership in the application of evidence-based best practice for treatment and recovery from personality disorders, research and training.

The role will focus on leading organisation wide communications activities across traditional and online platforms to promote Turning Point, Hamilton Centre and Spectrum's services and activities.

This position is responsible for developing and preparing strategic communications and messaging to enhance the reputation of Turning Point, Hamilton Centre and Spectrum and will develop strategies to effectively engage with target population groups, including consumers, family members, peer groups, community members, professionals, and key stakeholders in the gambling, alcohol and other drug, and mental health sectors. It also focuses on preparing internal communication. The role requires advanced knowledge and skills in communication best practice, and will work collaboratively with the broader communications team, including the Monash University and Eastern Health communications team.

Other duties as reasonably directed.

Reporting Relationships

The Communications Manager operates within a matrix management structure and has dual accountability:

- **Operationally reports to:** Associate Program Director, Turning Point Statewide Services, for service delivery, operational priorities, budget accountability, workforce management and performance outcomes.
- **Professionally reports to:** Head of Policy and Strategic Communications, for strategic communications planning, communications governance, brand and reputation management, policy alignment, and professional practice development.

The role is responsible for ensuring communications activities simultaneously support the operational objectives of Statewide Services and align with organisational communications strategy and standards.

The position is based in Richmond, but it is required to occasionally travel or work from other campuses across Eastern Health's network including Box Hill, Maroondah, Ringwood, and Healesville.

2. MAJOR DUTIES AND/OR RESPONSIBILITIES

1. Lead and develop the strategic direction of communication activities across Turning Point, Spectrum and statewide services to further enhance the reputation and reach.
2. Enhance and support the communications team including identifying development and collaboration opportunities.
3. Lead and implement external and internal communication strategies across Turning Point, Spectrum and statewide services.
4. Provide communications expertise to Turning Point, Spectrum and statewide services including key messaging, stakeholder briefings, social media management and advocacy.
5. Build effective working relationships with key internal stakeholders across Eastern Health,

Monash University and the addiction and mental health.

6. Prepare reports, correspondence, recommendations and advice for internal leadership groups on a range of issues.
7. Proactively lead and advise on communications content for various platforms including media opportunities, print and online across Turning Point, Spectrum and statewide services.
8. Manage Communications team, deliverables, training, ensuring Key Performance Indicators, quality assurance, accreditation and other requirements are met.
9. Other duties as reasonably directed.

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 include 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 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 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
- 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

Position Title:	Communications Manager
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Essential

- A tertiary qualification in journalism, public relations or media & communications
- 3-5 years' experience working and managing a communications team
- Well-developed skills in media/communication management
- Experience managing and coaching team members to build their capability and capacity
- Experience in leading, developing and implementing media and communication strategies to support successful projects
- Demonstrated exceptional written communication skills across different channels and styles and the ability to distil complex information
- Extensive Stakeholder management experience- both internally and externally, maintaining and building solid and trusted relationships
- Demonstrated ability to report on and quantify impacts of media and communications activities across multiple platforms
- The ability to manage competing priorities, effectively delegate to the team and request resources to support expanding work when required

Desirable

- Experience in alcohol, drug or gambling sector or mental health
- Experience in health promotion campaigns
- Advocacy and social impact experience

Aboriginal & Torres Strait Islander Candidates

Eastern Health's Aboriginal Workforce Plan at Eastern Health 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:	Communications Manager
Department / Specialty Area	Turning Point, Spectrum and Statewide services
Campus / Physical Location	Richmond

ORGANISATIONAL CONTEXT

Eastern Health

Eastern Health is a leading provider of health care in the eastern region of Melbourne and incorporates Acute: Aged Care, Rehabilitation and Community Health and Mental Health and Alcohol & Drug Services across a number of large, medium and small work locations.

Statewide Services

The Statewide Services Program sits within Eastern Health's Mental Health and Wellbeing and Clinical Support Services directorate and consists of Turning Point including Hamilton Centre and Spectrum. Turning Point is a Victorian specialist alcohol, drug and gambling organisation that integrate treatment and support services with research, education and training. It Eastern Health's first Centre of Excellence. 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.

LOCAL WORK ENVIRONMENT

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.

Treatment

Turning Point's multidisciplinary staff, including Addiction Medicine Consultants, Psychiatrists, nurses, psychologists, social workers and alcohol and drug counsellors, provide specialist clinical and support services to people affected by alcohol and drugs and problem gambling. Turning Point provides a broad range of face-to-face, telephone and online evidence based treatment interventions.

Research

Turning Point conducts practical and applied research leading to policy and service development with a focus on improving and expanding the range and quality of treatment and support services through evidence-based research.

Education

Turning Point is a leading provider of education and training services in the alcohol and drug sector in Australia. As a Registered Training Organisation (RTO) and in partnership with Monash University Turning Point builds the capacity of health and welfare professionals to respond more effectively to alcohol and drug issues.

The **Hamilton Centre** is a Victorian statewide specialist service that provides integrated treatment, research, and workforce training for people living with co-occurring mental illness and addiction. Led by Turning Point, it connects major health networks to deliver holistic clinical care across metropolitan and regional Victoria. It was established in response to the Royal Commission into Mental Health in Victoria.

Spectrum

Spectrum is Victoria's specialist statewide service for personality disorder and complex trauma. Through clinical services, workforce development, research, and system-wide consultation, Spectrum supports the delivery of high-quality, evidence-based care and strengthens the capability of mental health services across Victoria. Spectrum is clinical centre of excellence.