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SA Health Job Pack

Job Title	Senior Communications Officer
Eligibility	Open to Everyone
Job Number	712090
Applications Closing Date	28 February 2020
Region / Division	Corporate Communications
Health Service	SA Ambulance Service
Location	Eastwood
Classification	ASO5
Job Status	Full Time / Term Contract (Temporary up to 29 May 2020)
Salary	\$80,830.00 pa - \$89,897.00 pa

Contact Details

Full name	Natalie Gibson
Phone number	8274 0323
Email address	natalie.gibson@sa.gov.au

Criminal History Assessment

Applicants will be required to demonstrate that they have undergone an appropriate criminal and relevant history screening assessment/ criminal history check. Depending on the role, this may be a Department of Human Services (DHS) Working With Children Check and/or a South Australian Police (SAPOL) National Police Check (NPC). The following checks will be required for this role:

- Working With Children Check - **DHS**
- Vulnerable Person-Related Employment Screening - **NPC**
- Aged Care Sector Employment Screening - **NPC**
- General Employment Probity Check - **NPC**

Further information is available on the SA Health careers website at www.sahealth.sa.gov.au/careers - see Career Information, or by referring to the nominated contact person below.

Immunisation

Risk Category C (minimal patient contact)

This role carries specific immunisation requirements. To be eligible for appointment in this role you will be required to meet the immunisation requirements associated with Category C (minimal patient contact). [Please click here for further information on these requirements.](#)

Guide to submitting an application

Thank you for considering applying for a position within SA Health. Recruitment and Selection processes across SA Health are based on best practice and a commitment to a selection based on merit. This means treating all applications in a fair and equitable manner that aims to choose the best person for the position.

A well presented, easy to read application will allow the panel to assess the information they need from your application. To give yourself the best opportunity to reach interview, the application should clearly and concisely demonstrate to the selection panel that you are suitably equipped to perform the role, and that you possess all of the stated minimum essential skills, abilities, knowledge, experience and educational qualifications (where required).

The online application form to apply for this position will ask for employment history, education, qualifications and referees however to understand the position and requirements we suggest you become familiar with the attached Job and Person Specification.

We request that you attach the following to your application -

- ✎ **A covering letter** of up to 2 pages introducing yourself to the selection panel and describing your skills, abilities, knowledge, qualifications and experience in relation to the position;
 - ✎ **A current Curriculum vitae/Resume** that includes your personal details, relevant employment history, education, training courses, qualifications and professional memberships.
- * Refer to <http://www.sahealthcareers.com.au/information/> for further information regarding
- The Indicative Total Remuneration which is inclusive of Award salary, superannuation and other monetary benefits.
 - Information for Applicants
 - Criminal History Assessment requirements



ROLE DESCRIPTION

Role Title:	Senior Communications Officer
Classification Code:	ASO5
LHN/ HN/ SAAS/ DHW:	SAAS
Hospital/ Service/ Cluster:	SA Ambulance Service (SAAS)
Division:	Corporate Services
Department/Section / Unit/ Ward:	Corporate Communications
Role reports to:	Manager, Communications and Strategic Engagement
Role Created/ Reviewed Date:	January 2020
Criminal and Relevant History Screening:	<input type="checkbox"/> Aged (NPC) <input type="checkbox"/> Working With Children's Check (WWCC) (DHS) <input checked="" type="checkbox"/> Vulnerable (NPC) <input checked="" type="checkbox"/> General Probity (NPC)
Immunisation Risk Category Requirements:	<input type="checkbox"/> Category A (direct contact with blood or body substances) <input type="checkbox"/> Category B (indirect contact with blood or body substances) <input checked="" type="checkbox"/> Category C (minimal patient contact)

ROLE CONTEXT

Primary Objective(s) of role:

Responsible for the coordinating various elements of SAAS's internal and external communications.

Work closely with the Corporate Communications Manager, Communications and Ministerial Officer to coordinate and implement communications and media projects that positively impact staff, government stakeholders and the public's perceptions of SAAS, our people and the quality of patient care our professionals deliver.

Responsible for writing and editing SAAS's corporate publications, feature articles, reports; responding to media queries; managing client projects; and coordinating public relations and promotional campaigns.

Responsible for the development of day to day communications and engagement functions, including internal bulletins and newsletters.

Direct Reports:

None

Key Relationships / Interactions:

- > Reports to the Manager, Communications and Strategic Engagement
- > Maintains close working relationships with Executives and Managers within SAAS and throughout the Department for Health and Wellbeing and the Health Portfolio, and service provider organisations.
- > Close working relationships with the Department for Premier and Cabinet, government agencies and service providers.

Challenges associated with Role:

Major challenges currently associated with the role include:

- > Timely, accurate and effective advice required in high pressure and political environment.
- > Ensuring positive and appropriate messaging to inform and educate staff members, regional communities, consumers and stakeholders and foster a positive attitude towards SAAS.
- > Working in a professional manner to support the maintenance of a positive image for SAAS and influence the development and fostering of effective partnerships and relationships.
- > Work under limited direction, exercise sound judgement and display sound negotiation skills.
- > Management of confidential, high-level, sensitive and often emotionally-challenging material.
- > Meeting tight deadlines in an environment of competing priorities.
- > Regular out of hours availability may be required.

Delegations:

- > None

Key Result Area and Responsibilities

Key Result Areas	Major Responsibilities
Contribute to the development and implementation of proactive media and communication strategies for that will assist in the achievement of SAAS's strategy and corporate and business objectives by:	<ul style="list-style-type: none">> Work with clients to develop, implement and evaluate marketing, advertising campaigns and communication.> Writing and editing information for SAAS's corporate publications including the staff magazine, fact sheets, feature articles, staff notices and promotional brochures.> Identify newsworthy stories about SAAS's achievements, people and community messages and draft communications targeted to internal and external audiences> Conduct interviews and undertake research as required for development of publications and articles.> Provide information and contribute to the collation of SAAS-wide information including annual report and other regular reports and corporate documents.

<p>Contribute to the development and implementation of a SAAS communications framework through which SAAS can be promoted by:</p>	<ul style="list-style-type: none"> > In collaboration with the Manager, Corporate Communications and Strategic engagement, liaising with appropriate health executives to prepare opportunities to engage the SAAS workforce and provide strategic advice on communications management. > Ensuring that SAAS maintains high and consistent standards in relation to compliance with whole of Government Policies and Procedures and SA Health's Communications Policies. > Conducting daily communications activity, including preparing and distributing internal bulletins, newsletters and planning events. > Providing high level strategic public communication advice to ensure the best outcomes for SAAS and to minimise negativity from staff and stakeholders. > Contributing to a range of internal and external media and communication matters, including preparation of briefing notes, background information and research.
<p>Ensure the effective management of the Corporate Communications Team, and the achievement of the Team's communications goals by:</p>	<ul style="list-style-type: none"> > Ensuring that standards of presentation, style and content are appropriate for the particular project purpose by providing high-level strategic advice to the communications advisers in their development and implementation of communication plans and advertising campaigns. > Providing effective day-to-day operational management and leadership to the Team, including ensuring other team members are able to effectively and efficiently complete their projects by the provision of guidance and supervision. > Support and actively participate in a positive culture and safe work environment. > Foster a team approach to communication and public relations > Undertaking State Emergency communications related duties as required. > Responding to media enquiries relating to patient incidents as required.
<p>Media and Communications Liaison</p>	<ul style="list-style-type: none"> > Conduct interviews and undertake research as required for development of media releases/statements. > Develop key talking points for SAAS spokespeople that are straight-forward and represent SAAS's organisational values > Identify proactive opportunities to raise SAAS's profile. > Ensure timely response to all media queries, and identify queries which require further investigation and/or Executive authorisation. > Ensure media log and contacts database is regularly updated. > Ensure that SAAS maintains high and consistent standards in relation to compliance with whole of Government Policies and Procedures and SA Health's Communications Policies. > Conducting daily communications activity, including preparing and distributing internal bulletins, newsletters and planning events. > Providing high level strategic public communication advice to ensure the best outcomes for SAAS and to minimise negativity from staff and stakeholders.

Ministerial and Government Communications	<ul style="list-style-type: none">> Research queries received from the Office of the CE and Office of the Minister for Health and Wellbeing in accordance with stringent deadlines and procedures.> Research and write notes for the Minister for Health and Wellbeing, including corresponding briefings for function attendance.> .> Ensure all material prepared for CEO authorisation is accurate, contains relevant information and addresses the query in full.>
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Knowledge, Skills and Experience

ESSENTIAL MINIMUM REQUIREMENTS

Educational/Vocational Qualifications

- > Nil

Personal Abilities/Aptitudes/Skills:

- > Proven ability to write to a range of audiences with a particular emphasis on detail, accuracy and plain English, and to apply highly developed liaison, negotiation and verbal communication skills.
- > Proven ability to work effectively under pressure, meet deadlines and adapt to changing priorities.
- > Demonstrated ability and judgement in providing strategic and innovative solutions to complex social marketing and communication problems.
- > Proven ability to influence others and achieve positive change in communication practices and outcomes.
- > Demonstrated ability to apply effective interpersonal skills to facilitate team work and foster the cooperation of others using tact, discretion, impartiality and a commitment to excellent customer service.

Experience

- > Proven experience in the research, development and implementation of communication and media plans.
- > Demonstrated experience in market research and the development/implementation of marketing / advertising campaign and/or communication strategies.
- > Experience in managing the development and production of communications collateral such as publications, brochures, websites and promotional materials.
- > Experience in briefing and working collaboratively with a range of external organisations such as advertising agencies, graphic designers and market research organisations.
- > Extensive experience in consulting and building partnerships with key stakeholders within Government.

Knowledge

Knowledge and understanding of:

- > Workforce communications, social marketing, stakeholder relations and the principles of effective communication.
- > Government communications policies and protocols.
- > Political system and policies.

DESIRABLE CHARACTERISTICS

Educational/Vocational Qualifications

- > Degree or equivalent in communications or related subject.

Experience

- > Experience in health promotion.

Knowledge

- > Knowledge of health agencies and issues.

- > Knowledge of government direction and protocols in relation to advertising campaigns, particularly in relation to health.

Special Conditions:

- > It is mandatory that no person, whether or not already working in SA Health, may be appointed to a position in SA Health unless they have provided a satisfactory current Criminal and Relevant History Screening, as required by the *SA Health Criminal and Relevant History Screening Policy Directive*.
- > For appointment in a Prescribed Position under the *Child Safety (Prohibited Persons) Act 2016*, a current Working with Children Check (WWCC) is required from the Department for Human Services Screening Unit. For other positions, a satisfactory National Police Certificate (NPC) assessment is required.
- > For 'Prescribed Positions' under the *Child Safety (Prohibited Persons) Act 2016*, the individual's WWCCs must be renewed every 5 years from the date of issue; and for 'Approved Aged Care Provider Positions' every 3 years from date of issue as required by the *Accountability Principles 2014* issued pursuant to the *Aged Care Act 1997* (Cth).
- > Appointment is subject to immunisation risk category requirements. There may be ongoing immunisation requirements that must be met.
- > Depending on work requirements the incumbent may be transferred to other locations across SA Health to perform work appropriate to classification, skills and capabilities either on a permanent or temporary basis subject to relevant provisions of the *Public Sector Act 2009* for Public Sector employees or the *SA Health (Health Care Act) Human Resources Manual* for Health Care Act employees.
- > The incumbent may be required to participate in Counter Disaster activities including attendance, as required, at training programs and exercises to develop the necessary skills required to participate in responses in the event of a disaster and/or major incident.

General Requirements:

Managers and staff are required to work in accordance with the Code of Ethics for South Australian Public Sector, Directives, Determinations and Guidelines, and legislative requirements including but not limited to:

- > *Work Health and Safety Act 2012* (SA) and when relevant WHS Defined Officers must meet due diligence requirements.
- > *Return to Work Act 2014* (SA), facilitating the recovery, maintenance or early return to work of employees with work related injury / illness.
- > Meet immunisation requirements as outlined by the *Immunisation for Health Care Workers in South Australia Policy Directive (Aug 2017)*.
- > Equal Employment Opportunities (including prevention of bullying, harassment and intimidation).
- > *Children and Young People (Safety) Act 2017* (SA) 'Notification of Abuse or Neglect'.
- > Disability Discrimination.
- > *Independent Commissioner Against Corruption Act 2012* (SA).
- > *Information Privacy Principles Instruction*.
- > Relevant Awards, Enterprise Agreements, *Public Sector Act 2009*, *Health Care Act 2008* and the *SA Health (Health Care Act) Human Resources Manual*.
- > Relevant Australian Standards.
- > Duty to maintain confidentiality.
- > Smoke Free Workplace.
- > To value and respect the needs and contributions of SA Health Aboriginal staff and clients, and commit to the development of Aboriginal cultural competence across all SA Health practice and service delivery.
- > Applying the principles of the *South Australian Government's Risk Management Policy* to work as appropriate.

The SA Health workforce contributes to the safety and quality of patient care by adhering to the South Australian Charter of Health Care Rights, understanding the intent of the National Safety and Quality Health Service Standards and participating in quality improvement activities as necessary.

Performance Development:

The incumbent will be required to participate in the organisation's Performance Review and Development Program which will include a regular review of the incumbent's performance against the responsibilities and key result areas associated with their position and a requirement to demonstrate appropriate behaviours which reflect a commitment to SA Health values and strategic directions.

Handling of Official Information:

By virtue of their duties, SA Health employees frequently access, otherwise deal with, and/or are aware of, information that needs to be treated as confidential.

SA Health employees will not access or attempt to access official information, including confidential patient information other than in connection with the performance by them of their duties and/or as authorised.

SA Health employees will not misuse information gained in their official capacity.

SA Health employees will maintain the integrity and security of official or confidential information for which they are responsible. Employees will also ensure that the privacy of individuals is maintained and will only release or disclose information in accordance with relevant legislation, industrial instruments, policy, or lawful and reasonable direction.

White Ribbon:

SA Health has a position of zero tolerance towards men's violence against women in the workplace and the broader community. In accordance with this, the incumbent must at all times act in a manner that is non-threatening, courteous, and respectful and will comply with any instructions, policies, procedures or guidelines issued by SA Health regarding acceptable workplace behaviour.

Resilience:

SA Health employees persevere to achieve goals, stay calm under pressure and are open to feedback.

Organisational Context

Organisational Overview:

Our mission at SA Health is to lead and deliver a comprehensive and sustainable health system that aims to ensure healthier, longer and better lives for all South Australians. We will achieve our objectives by strengthening primary health care, enhancing hospital care, reforming mental health care and improving the health of Aboriginal people.

SA Health is committed to a health system that produces positive health outcomes by focusing on health promotion, illness prevention and early intervention. We will work with other government agencies and the community to address the environmental, socioeconomic, biological and behavioural determinants of health, and to achieve equitable health outcomes for all South Australians.

Our Legal Entities:

SA Health is the brand name for the health portfolio of services and agencies responsible to the Minister for Health and Wellbeing. The Department for Health and Wellbeing is an administrative unit under the Public Sector Act 2009.

The legal entities include but are not limited to the Central Adelaide Local Health Network Inc., Northern Adelaide Local Health Network Inc., Southern Adelaide Local Health Network Inc., Women's and Children's Health Network Inc., Country Health SA Local Health Network Inc. and SA Ambulance Service Inc.

SA Health Challenges:

The health system is facing the challenges of an ageing population, increased incidence of chronic disease, workforce shortages, and ageing infrastructure. The SA Health Care Plan has been developed to meet these challenges and ensure South Australian's have access to the best available health care in hospitals, health care centres and through GPs and other providers.

SA Ambulance Service:

SA AMBULANCE SERVICE VISION

At the forefront of care for South Australians

PURPOSE

To save lives, reduce suffering and enhance quality of life through the provision of accessible and responsive quality patient care.

Underpinning the SA Ambulance Service (SAAS) Strategic Directions are the agreed values that reflect honesty, respect and integrity for every individual. These values drive how we conduct our business and how we behave. We aim to make the values "live". It is important that we incorporate the values into our behaviour systems and processes.

Australia has one of the most culturally and ethnically diverse populations in the world. Having bi-lingual and bi-cultural employees can enhance the department's ability to negotiate with, and meet the needs of, the full range of its clients and customers. Such employees also add to the diversity of the workforce, and give added opportunities to fully capitalise on difference as a valuable asset in an increasingly competitive environment.

Division/ Department:

To provide staff and volunteers with the information required to provide the very best patient care.

Values

SA Health Values

The values of SA Health are used to indicate the type of conduct required by our employees and the conduct that our customers can expect from our health service:

- > We are committed to the values of integrity, respect and accountability.
- > We value care, excellence, innovation, creativity, leadership and equity in health care provision and health outcomes.
- > We demonstrate our values in our interactions with others in SA Health, the community, and those for whom we care.

SA Ambulance Service Values

P	Patient First	We will put our patients and the care we provide to them first in everything we do
A	Accountability and responsibility	We will be accountable and responsible for our actions and those of others
T	Transparent and open communication	We will communicate openly and transparently with each other and all our stakeholders
I	Integrity and honesty	We will at all times act with integrity and be honest
E	Empowered leadership	We will empower our leaders to deliver high quality services
N	No harm	We will continue to enhance our no harm learning culture where we learn from our mistakes
T	Team work	We will work as a team across SAAS, SA Health and with our partners
F	Flexible and responsive	We will be flexible and responsive to the needs of our patients, staff and stakeholders
I	Innovative and research driven	We will be innovative using research and best practice to drive the services we provide
R	Respect and courtesy	We will act with respect and courtesy towards our patients, each other and all those we work with
S	Safe and high quality	We will offer safe and high quality services to all our patients
T	Trust and confidence	We will act in ways that builds and maintains trust and confidence in our service and in each other

Code of Ethics

The *Code of Ethics for the South Australian Public Sector* provides an ethical framework for the public sector and applies to all public sector employees:

- > Democratic Values - Helping the government, under the law to serve the people of South Australia.
- > Service, Respect and Courtesy - Serving the people of South Australia.
- > Honesty and Integrity- Acting at all times in such a way as to uphold the public trust.
- > Accountability- Holding ourselves accountable for everything we do.
- > Professional Conduct Standards- Exhibiting the highest standards of professional conduct.

The Code recognises that some public sector employees are also bound by codes of conduct relevant to their profession.

Approvals

Role Description Approval

I acknowledge that the role I currently occupy has the delegated authority to authorise this document.

**Name: N Gibson
Engagement**

Role Title: Manager, Communications and Strategic

Signature:

Date: 21 Jan 2020

Role Acceptance

Incumbent Acceptance

I have read and understood the responsibilities associated with role, the organisational context and the values of SA Health as outlined within this document.

Name:

Signature:

Date:

Version control and change history

Version	Date from	Date to	Amendment
V1	10/02/17	09/04/17	Original version.
V2	10/04/17	04/07/17	Safety & Quality statement in General Requirements.
V3	04/07/17	10/07/2018	Minor formatting with order of information amended.
V4	11/07/2018	26/03/2019	Updated legal entities for Minister and Department title on Page 7. Updated Immunisation Guidelines to Policy Directive under general requirements.
V5	27/03/2019	04/06/2019	Added categories for immunisation requirements on front page.
V6	05/06/2019	08/10/2019	Updated changes to the Criminal Relevant History and Screening.
V7	09/10/2019		Updated WWCC clause from SA Health and updated the immunisation information/added registration clause in essential criteria for operation roles