



ROLE DESCRIPTION

Role Title	Communications Adviser
Classification Code	Administrative Services Officer Level 5 (ASO5)
Position Number	TBC
Local Health Network	Barossa Hills Fleurieu Local Health Network Inc (BHFLHN) as host
Hospital / Service / Cluster / RSS	Rural Support Service (RSS)
Department/Section / Unit/ Ward	Communications Team
Role reports to	Manager, Communications
Role Created Date	December 2024
Criminal History Clearance Requirements	<input checked="" type="checkbox"/> NPC – Unsupervised contact with vulnerable groups <input checked="" type="checkbox"/> DHS Working With Children Check (WWCC) <input type="checkbox"/> NDIS Worker Screening Please click here for further information on these requirements
Immunisation Risk Category	Category C (Minimal patient contact) Please click here for further information on these requirements

ROLE CONTEXT

Primary Objective(s) of role:

The Communications Adviser effectively manages communication plans and activities across a variety of channels to successfully reach and engage various target audiences for the Rural Support Service (RSS) both internal and external.

This position supports the Manager, Communications and teams across the RSS in the development, coordination, delivery and analysis of plans, programs, activities and associated services for a range of RSS programs, services, issues and opportunities to achieve the RSS' strategic and operational plans.

The Communications Adviser will provide expert communications advice and sound judgement to support the RSS in its service provision to the six regional local health networks, as well as broader government objectives. They will develop and maintain collaborative working relationships with key internal staff and external suppliers to ensure successful communications outcomes are achieved and support the ongoing delivery of quality communications as part of a broader integrated communications and engagement approach.

Key Relationships/ Interactions:

Internal

- > Reports to the Manager, Communications
- > Maintains close working relationships with members of the RSS Leadership Committee and various managers and staff throughout the RSS, including functional leads and project leads.
- > Maintains close working relationships with members of the RSS Reconciliation Action Plan Committee
- > Collaborates regularly and maintains effective working relationships with regional LHN Communications Advisers and staff.

External

- > Liaises regularly with the communications and media teams of the South Australian Department for Health and Wellbeing (DHW)
- > Liaises as required with the communications advisers of other SA Health agencies
- > Maintains relationships with service providers, for example graphic designers, video content producers, photographers and printers.

Challenges associated with Role:

Major challenges currently associated with the role include:

- > Ensuring positive and appropriate messaging to inform and educate various target audiences and foster a positive attitude towards the RSS and Barossa Hills Fleurieu Local Health Network Inc.
- > Managing competing demands against tight timeframes, in an environment of continual change

- > Working across and understanding service provision to a large regional geographical area.
- > Operating within complex multifaceted systems.

Delegations:

- > Nil

Resilience:

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

Performance Development

It is your responsibility to actively participate in the Performance Review & Development Program which will include a six (6) monthly review of your performance against the responsibilities and key result areas associated with your position and a requirement to demonstrate appropriate behaviours which reflect a commitment to South Australian Public Sector and RSS values and strategic directions.

General Requirements:

*NB References to legislation, policies and procedures includes any superseding versions

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

- > *Work Health and Safety Act 2012 (SA)* - maintaining your own health and safety and not place others at risk and comply with any reasonable instruction that is given to allow SA Health to comply with the WHS Act 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.
- > Equal Employment Opportunities (including prevention of bullying, harassment and intimidation).
- > *Children's Protection Act 1993 (Cth)* – 'Notification of Abuse or Neglect'.
- > Disability Discrimination.
- > Independent Commissioner Against Corruption Act 2012 (SA).
- > SA Information Privacy Principles.
- > Relevant Awards, Enterprise Agreements, *Public Sector Act 2009 (SA)*, *Health Care Act 2008 (SA)*, 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.
- > Health Practitioner Regulation National Law (South Australia) Act 2010.
- > *Mental Health Act 2009 (SA)* and Regulations.
- > *Controlled Substances Act 1984 (SA)* and Regulations.
- > Professional Practice Standards and competencies consistent with area of practice as varied from time to time.
- > SA Health, BHFLHN and RSS policies, procedures and standards.

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.

Cultural Statement:

Rural Support Service welcomes Aboriginal and Torres Strait Islander people and values the expertise, cultural knowledge and life experiences they bring to the workplace. Rural Support Service is a culturally inclusive work environment that is respectful of Aboriginal and Torres Strait Islander culture.

Special Conditions:

*NB Reference to legislation, policies and procedures includes any superseding versions

- > It is mandatory that no person, whether or not currently working in SA Health, will be eligible for appointment to a position in SA Health unless they have obtained a satisfactory Background Screening and National Criminal History Clearance.
- > Prescribed Positions under the Child Safety (Prohibited Persons) Act 2016 must obtain a satisfactory Working With Children Check (WWCC) through the Screening and Licensing Unit, Department for Human Services (DHS).
- > Approved Aged Care Provider Positions as defined under the Accountability Principles 1998 made in pursuant to the Aged Care Act 2007 (Cth) must obtain a satisfactory National Police Certificate (NPC) through the South Australian Police confirming the clearance is for the purpose of employment involving unsupervised contact with vulnerable groups.
- > Risk-Assessed roles under the National Disability Insurance Scheme (Practice Standards – Worker Screening Rules 2018) must obtain a satisfactory NDIS Worker Screening Check through the Department of Human Services (DHS) Screening Unit.
- > National Police Certificates must be renewed every 3 years thereafter from date of issue.
- > Working With Children Checks must be renewed every 5 years thereafter from date of issue.
- > NDIS Worker Screening Check must be renewed every 5 years thereafter from date of issue.
- > 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.
- > Appointment is subject to immunisation risk category requirements (see page 1). There may be ongoing immunisation requirements that must be met.
- > A current driver's licence and a willingness to drive is essential.
- > Some out of hours work may be required to accommodate priorities and meet deadlines.

Key Result Area and Responsibilities

Key Result Areas	Major Responsibilities
<p>Contribute to the development, coordination, delivery and analysis of plans, programs, activities and associated services for a range of RSS programs, services, issues and opportunities that help achieve RSS' strategic plan and operational plans</p>	<ul style="list-style-type: none"> > Identify opportunities and initiate activities to inform and educate RSS staff, stakeholders, regional communities, and other stakeholders as identified and foster a positive attitude towards the RSS. > Develop, implement or update communications plans for various initiatives. > Review, consult on, update, develop and implement communications plans for various initiatives. > Develop and maintain RSS social media channels, regularly evaluating performance against objectives and adapting as necessary. > Develop and implement communications plans and activities including print and electronic publications, information materials, videos, website and intranet content and social media. > Ensure timely and effective communications to successfully support the RSS Executive Director, RSS Leadership Committee members, various senior managers and project leads. > Provide advice or coordinate, as required, and content-generation style events or opportunities. > Support the RSS Executive Director, RSS Leadership Committee members, senior managers and staff by developing internal communications, presentations, speaking points and correspondence for the RSS. > Develop professionally designed documents and communications assets for various audiences as required in line with branding requirements. > Develop and maintain relationships with service providers including advertising agencies, graphic designers, photographers and printers. > Support distribution of RSS and SA Health publications and information materials to staff and stakeholders and regional communities or consumers and stakeholders as needed.
<p>Support the effective management of communications for the RSS in line with its strategic and operational plans</p>	<ul style="list-style-type: none"> > Manage an ongoing integrated forward content planner for various internal and external channels. > Write various content pieces and develop copy for a range of channels including intranet/website, social media and newsletters articles, managing approvals, distribution and ensuring analytical information is captured. > Continuously identify, gather or create effective newsletter and social media content. > Establish and maintain effective working relationships and work collaboratively with various people across the RSS, the regional LHN communications teams and DHW's media and corporate communications teams. > Participate as a member of the RSS Reconciliation Action Plan Committee, taking a lead role in collaborating with Aboriginal staff, and, where appropriate, other stakeholders to ensure appropriate culturally safe language is considered and woven into communications activities including content delivery and advice. > Analyse and adapt information, make recommendations and ensure communications are presented in the RSS style and tone of voice. > Develop effective working relationships with staff so they will actively seek support and advice from the Communications team and positively represent and advocate for the organisation. > Manage the RSS communications team mailbox, monitoring correspondence, documentation and enquiries and directing them to appropriate staff for response and following up on outstanding matters ensuring they are dealt with in a timely manner. > With a customer centred focus, act as the first point of call for communications, ensuring requests and enquiries are dealt with in a professional and courteous manner befitting the strategic goals of the RSS. > Influence development and fostering of effective partnerships and relationships. > Provide advice to staff on SA Government and SA Health communications policies and procedures and assist in the approvals process for plans, campaigns and activities. > Provide assistance and advice to staff with adherence to the RSS communications, branding and style requirements.

	<ul style="list-style-type: none"> > Manage the external stakeholder communications database and range of branded templates. > Undertake state emergency communications duties as required.
<p>Contribute to a positive and safe work environment and culture of continuous improvement</p>	<ul style="list-style-type: none"> > Attend training courses, seminars and workshops as required. > Contribute to a positive work culture based on SAHealth's values and promotes customer service, learning and development, safety and welfare of employees, acknowledges differences, and encourages creativity and innovation. > Actively participate in annual and bi-annual Performance Review and Development discussions. > Support and actively participate in a positive and safe work environment. > Take the initiative to suggest ideas and better ways of doing things and champion a culture of 'make best better'. > Contribute to the development of structures, systems, communications initiatives and work processes that promote continuous improvement of services and optimal communication outcomes. > Report all accidents, incidents and near misses. > Comply with reasonable instructions or procedures aimed at protecting the health and safety of themselves and others. > Undertake responsibilities as detailed in occupational health and safety and injury management policies and procedures, as required.
<p>Contribute to the understanding and application of SA Health policies and procedures</p>	<ul style="list-style-type: none"> > Supporting values that respect historical and contemporary Aboriginal cultures so that Aboriginal people are recognised as having a special connection with the State. > Ensuring the needs of all cultures are met through the provision of appropriate services. > Ensuring compliance with relevant law and South Australian Government and SA Health policies. > Contributing to counter disaster planning and preparedness as required. > Assisting with and supporting any internal or external audit processes; and > Ensuring the promotion and implementation of the General Public Sector Managements Aims, Personnel Management Standards and employee conduct standards – in particular Equal Opportunity and Occupational Health Safety and Welfare by adhering to the provisions of relevant legislative requirements and demonstrating a commitment to the Premier's Safety Commitment.

Knowledge, Skills and Experience

ESSENTIAL MINIMUM REQUIREMENTS

Educational/Vocational Qualifications

- > Nil

Personal Abilities/Aptitudes/Skills

- > Ensure confidentiality is considered in every aspect of your role. For example, recognising that the information obtained whilst performing your tasks and/or where you observe members of the public attending the Health service that this information must be kept confidential and not shared in the community.
- > Demonstrated ability to work independently with limited direction/supervision, and as a member of a team to achieve agreed objectives.
- > Ability to analyse problems, provide sound communications advice and demonstrate autonomy, authority and judgment in developing and implementing solutions and working independently.
- > Ability to engage with Aboriginal community / consumers in a culturally appropriate manner and a willingness to undertake further training in this area.
- > Proven ability to write effectively for a diverse range of audiences with a particular emphasis on detail, accuracy, plain English, grammar, punctuation, formatting and style.
- > Proven ability to develop and implement communications strategies and activities and apply well developed liaison, negotiation and verbal communication skills.
- > Proven ability to work on multiple tasks and projects at once, determine priorities, prioritise tasks, adapt to changing priorities, organise own workload and meet demanding deadlines.
- > Proven ability to use initiative and work collaboratively with a range of stakeholders to resolve complex issues in an innovative and creative way.

Experience

- > Demonstrated experience and competence in the development and implementation of internal or external communications plans and activities, including the use of analytical skills to evaluate them, including (but not limited to) print and/or electronic publications, information materials, social media content and website or intranet content.
- > Experience working with Aboriginal consumers.
- > Demonstrated experience to effectively manage high workloads and competing priorities autonomously.
- > Experience in using the Adobe Creative Suite, including graphic design software InDesign. .
- > Experience in the use of computer software such as Microsoft Office Suite – Outlook, Word, Excel etc to produce high quality documents and presentation materials.
- > Experience in working with stakeholders and in partnership with government agencies and community groups to deliver mutual outcomes.

Knowledge

- > Employees must understand their responsibility to maintain the integrity, confidentiality and security of official information for which they are responsible. Employees will also ensure that the privacy of individuals is maintained and will only access and/or release information in accordance with the requirements of their role, relevant legislation, industrial instruments, policy, or lawful and reasonable direction.
- > General understanding of Aboriginal culture and a willingness to undertake further training in this area.
- > Demonstrated knowledge and understanding of general principles of effective communications.
- > Demonstrated knowledge of Facebook and LinkedIn social media channels and their effective use.
- > Knowledge of research methodologies and evaluation processes.
- > Knowledge of the role and function of SA Health/ the RSS.

DESIRABLE CHARACTERISTICS

Educational/Vocational Qualifications

- > Completion of a tertiary qualification in a communications-related field.

Personal Abilities/Aptitudes/Skills

- > Ability to influence others and achieve positive change in communication practices and outcomes.
- > Ability in handling politically sensitive and confidential matters.

Experience

- > Experience working with Aboriginal and Torres Strait Islander populations and/or programs.
- > Experience in developing and maintaining effective relationships and working collaboratively with staff, stakeholders and service providers including graphic designers, photographers, brand or advertising agencies and printers.
- > Experience in creating, managing or delivering a social media plan, including (but not limited to) creating graphic tiles, posts, content calendars, stills or video content.
- > Experience in writing content in the public sector or similar environment.
- > Experience or exposure to using eDM platforms/campaign management software (such as MailChimp, Campaign Monitor or Contact Monkey) to manage and update content.
- > Demonstrated experience in establishing, maintaining and reviewing systems, practices, protocols, policies and procedures.

Knowledge

- > Knowledge of SA Government communications, marketing, media and community engagement policies, procedures and guidelines.
- > Knowledge of the BHFLHN/RSS management information systems.
- > Knowledge of the public health system in South Australia.

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 legal entities include but are not limited to Department for Health and Wellbeing, Central Adelaide Local Health Network, Northern Adelaide Local Health Network, Southern Adelaide Local Health Network, Women's and Children's Health Network, Barossa Hills Fleurieu Local Health Network, Eyre and Far North Local Health Network, Flinders and Upper North Local Health Network, Limestone Coast Local Health Network, Riverland Mallee Coorong Local Health Network, Yorke & Northern Local Health Network and SA Ambulance Service.

Health Network/Division/Department: Rural Support Service (RSS)

The RSS is a business unit in SA Health and provides services throughout regional South Australia to support the six regional local health networks (LHNs). It employs around 260 people who work in 37 regional, rural and remote SA locations, or in the RSS's three Adelaide offices. Many RSS staff enjoy working from home or remotely and benefit from the work-life balance this provides. They enjoy the freedom to further their career while remaining part of their local community and contributing to health care right across regional South Australia.

Advocating for the health priorities of regional South Australians, the RSS operates in collaboration with each of the regional LHNs to deliver more than 90 specialised clinical and corporate services. It combines skills and strengths where scale and expertise benefits healthcare delivery. Services are regional wide and include digital health, clinical and wellbeing, workforce planning and development and business, risk and finance. The RSS also delivers several state-wide services for and with all 10 SA Health LHNs. The RSS was established in 2019 as part of significant changes across SA Health which saw separate regional LHNs created. The RSS is currently hosted within BHFLHN whose Governing Board is responsible for overall governance of the RSS. The RSS is led by an Executive Director, Governance Committee and Leadership Committee.

Values

RSS Values

RSS staff embody the South Australian public sector values:

- > Service – We proudly serve the community and the South Australia government
- > Professionalism – We strive for excellence
- > Trust – We have confidence in the ability of others
- > Respect – We value every individual
- > Collaboration and Engagement – We create solutions together
- > Honesty and Integrity – We act truthfully, consistently and fairly
- > Courage and Tenacity – We never give up
- > Sustainability – We work to get the best results for current and future generations of South Australians.

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 service employees. There are four foundations: democracy, impartiality, accountability and diversity.

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

As a public sector employee, you have a responsibility to maintain ethical behaviour and professional integrity standards. It is expected that you act in accordance with the Code of Ethics and contribute to a culture of integrity within SA Health.

Reconciliation

SA Health acknowledges culture and identify as being integral to Aboriginal health and wellbeing and is committed to improving the health of Aboriginal people.

SA Health's vision for reconciliation is that the gap is closed on Aboriginal health disadvantage, and that Aboriginal people share the same rights, respect and access to opportunities and benefits as all South Australians.

Approvals

Role Description Approval

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

Name:

Role Title:

Date:

Signature:

Role Acceptance

Incumbent Acceptance

I have read and understand the responsibilities associated with role, the role and organisational context and the values of the RSS as described within this document.

Name:

Date:

Signature: