POSITION DESCRIPTION

Position Title: Senior Communications Officer, Southern Queensland Rural Health (SQRH)

Organisation Unit: Faculty of Health and Behavioural Sciences, The University of Queensland

Position Number: TBC

Type of Employment: Full-Time, Fixed-Term appointment until 31 December 2018 (with possibility of extension subject to funding)

Classification: HEW Level 7

ABOUT SQRH

SQRH is a joint initiative of The University of Queensland (UQ), University of Southern Queensland (USQ), Darling Downs Hospital and Health Service (DDHHS) and South West Hospital and Health Service (SWHHS) funded by the Commonwealth Department of Health as a University Department of Rural Health. Funding is tied to a contract between UQ and the Commonwealth Department of Health under the Rural Health Multidisciplinary Training Program (RHMT) with funding presently secured to the end of 2018.

Under the funding agreement the SQRH will be expected to -

1. Deliver effective rural training experiences for allied health, nursing and midwifery students (prior to gaining professional registration).
2. Ensure rural training experiences are of a high quality.
3. Develop processes to improve rural student recruitment.
4. Engage with the local community to support the delivery of training to students.
5. Maintain and progress an evidence base and the rural health research agenda.
6. Support improvements in Aboriginal and Torres Strait Islander health.
7. Provide regional leadership in developing innovative training solutions to address rural workforce recruitment retention.

SQRH is governed by a joint venture agreement between the four parties. The Joint Venture establishes a Governance Board (Board) comprising five voting members – an independent chair and one representative from each of the parties.

ABOUT THE PARTNERS IN SQRH

The University of Queensland

The University of Queensland (UQ) contributes positively to society by engaging in the creation, preservation, transfer and application of knowledge. UQ helps shape the future by bringing together and developing leaders in their fields to inspire the next generation and to advance ideas that benefit the world. UQ strives for the personal and professional success of its students, staff and alumni. UQ ranks in the world’s top universities, as measured by several key independent rankings, including the Performance Ranking of Scientific Papers
for World Universities (45), the US News Best Global Universities Rankings (52), QS World University Rankings (47), Academic Ranking of World Universities (55), and the Times Higher Education World University Rankings (60). UQ has a strong focus on teaching excellence, winning more national teaching excellence awards than any other university in the country and attracting the majority of Queensland’s highest academic achievers, as well as top interstate and overseas students. UQ is one of Australia’s Group of Eight, a charter member of edX and a founding member of Universitas 21, an international consortium of leading research-intensive universities. The University’s 50,000-plus strong student community includes more than 14,000 postgraduate scholars and more than 13,000 international students from 144 countries, adding to its proud 230,000-plus alumni. The University has six Faculties and four University-level Institutes.

http://www.uq.edu.au/

University of Southern Queensland

The University of Southern Queensland (USQ) is a dynamic regional University committed to developing research solutions that deliver a global impact. With a vision to be a leading discovery partner in priority research areas, USQ aligns its research with regional and global agendas in agriculture and natural resource management, regional development, regional health and wellbeing, education and digital literacy. USQ has forged a reputation as one of Australia’s leading providers of on campus and online distance education programs in Australia. With more than 75% of students studying via distance or online, our delivery of external education resources continues to lead the way. Recently named as one of the top five Universities to work for in Australia, USQ provides staff with a positive and friendly environment where they are supported to fulfil their personal and career goals and contribute to the university’s success.

https://www.usq.edu.au/

Darling Downs Hospital and Health Service

The Darling Downs Hospital and Health Service (DDHHS) provides a comprehensive range of high-quality acute, sub-acute, mental health, drug and alcohol, oral health, residential aged care, and community health services. We deliver clinical services to approximately 300,000 people across 26 locations, including the major hospital in Toowoomba, regional and rural community hospitals, residential aged care facilities, multipurpose health services and community clinic facilities. Our services cover the Regional Council areas of Toowoomba, Western Downs, Southern Downs, South Burnett and Goondiwindi as well as Cherbourg Aboriginal Shire Council and part of the Banana Shire Council (community of Taroom), representing an area of approximately 90,000 square kilometres. The Hospital and Health Service has a major teaching role, providing both undergraduate and postgraduate clinical experience for members of the multidisciplinary healthcare team. We have a strong focus on, and commitment to, service delivery and education and training and a thriving culture of research that delivers continuous service improvement and evidence-based care. We are the largest employer in the Darling Downs, employing more than 5,000 people, with revenue of more than $700 million annually.

South West Hospital and Health Service

The purpose of the South West Hospital and Health Service (SWHHS) is to provide safe, effective and sustainable health services that people trust and value. Our purpose, not only gives our Health Service shape and direction but it inspires, motivates and guides us in everything we do as we provide quality health care to our communities.

There are over 26,000 people who live in our catchment area and rely on the public healthcare services that our 700 plus employees provide. We are responsible for the delivery of medical, surgical, emergency, obstetrics, paediatrics, specialist outpatient clinics, mental health, critical care and clinical support services in an area spanning over 319,000 square kilometres. We are responsible for the direct management of four hospitals, seven multipurpose health services, four community clinics and two aged care facilities.

Our culture is one that empowers staff, and encourages leadership, innovation and new ideas, and every single day our workforce makes a positive impact on the community they serve.


Information for Prospective Staff

This position will be appointed through the University of Queensland. Information about life at UQ including staff benefits, relocation and UQ campuses is available at - http://www.uq.edu.au/current-staff/working-at-uq

DUTY STATEMENT

Primary Purpose of Position

The Senior Communications Officer will work closely with the SQRH Senior Leadership team to implement strategic and operational communications and public relations activities to positively position the SQRH and its constituent partners and to ensure an integrated communications and marketing function across communities in regional, rural and remote areas of Southern Queensland. The Senior Communications Officer will also work in consultation with the Marketing and Communications Teams of each of: the UQ Faculty of Health and Behavioural Sciences, USQ, DDHHS and SWHHS to effectively market and communicate the activities of the SQRH.

Duties

Duties and responsibilities include, but are not limited to:

- Developing a communications plan for SQRH in its establishment phase.
- Developing and managing SQRH’s public relations and communications strategy to publicise SQRH and its key messages to target audiences.
- Developing and managing the SQRH digital communication and social media strategy.
- Managing the development of marketing material, publications and presentations relating to SQRH including capability statements and corporate and educational profiles.
Identifying and fostering positive working relationships with and between the SQRH stakeholders to strengthen relationships and collaborations and identify opportunities to publicise SQRH and its key messages.

Developing and maintaining strong collaborative working relationships with Media and Communication staff from SQRH partner organisations to publicise and promote joint organisational initiatives.

Monitoring, reporting and supplying statistics on newspaper, radio, television and online news services.

Identifying, researching, writing and editing original material for various internal or external print, multimedia and online SQRH publications, with relevance to their audiences and including the use of key messages.

Managing media enquiries, assist journalists and manage media and promotion events for the SQRH when necessary.

Providing media and communications advice and assistance to SQRH staff and affiliates.

**Travel and Out of Hours Work**

- Attend programs and/or functions outside normal business hours if required.
- The position is primarily based in Toowoomba, however, travel will be required to work from other sites across the Darling Downs and South West Queensland regions as required.

**Other**

- Ensuring, for the SQRH, awareness of and compliance with legislation and University policies relevant to the duties undertaken, including but not exclusive to:
  - The [University's Code of Conduct](#).
  - Requirements of the Queensland occupational health and safety (OH&S) legislation and related [OH&S responsibilities and procedures](#) developed by the University or Institute/School.
  - The adoption sustainable practices in all work activities and compliance with associated legislation and related University [sustainability responsibilities and procedures](#).
  - Requirements of the Education Services for Overseas Students Act 2000, the National Code 2007 and associated legislation, and related [responsibilities and procedures](#) developed by the University. Other codes as may apply specifically for either of the partner HHSs.

- Undertaking such other the duties relevant to the position as may reasonably be requested by the Operations Manager, Director or Board.

**Reporting Relationships**

The position reports to the SQRH Operations Manager. For University purposes, the position also has a functional reporting relationship with the Marketing and Communications Manager, Faculty of Health & Behavioural Sciences, UQ.
Selection Criteria

Essential

- A degree in journalism/communications with at least four (4) years subsequent relevant experience; or an equivalent combination of relevant experience and/or education/training in the communications/public relations industry.
- Demonstrated experience in communications and public relations.
- Demonstrated high level of managing media enquiries, writing media releases and managing news events.
- Experience in producing film, television and/or multimedia material.
- High level interpersonal, verbal and written communication skills, including a demonstrated ability to write with clarity and precision.
- High level experience in social media and new technology used for communication.
- Demonstrated high level of organisational skills, including the ability to independently prioritise competing work demands to meet deadlines and an ability to identify and initiate improvements to business practices.
- Demonstrated commitment to client service.
- Demonstrated expertise in developing, implementing and evaluating public relations and communications plans to achieve measurable outcomes, including the ability to gather and analyse research data to inform campaigns.
- Demonstrated ability to work within a complex organisational environment with multiple stakeholders to achieve measurable outcomes.
- Demonstrated ability to negotiate, provide advice and liaise with a wide range of individuals including senior professional and academic staff of the University and senior industry management and government agencies.
- Ability to work co-operatively and collaboratively and to take initiative.
- High level attention to detail.

Desirable

- Experience in, and understanding of, life in rural Southern Queensland.
- Experience in the higher or health education sector.

The University of Queensland values diversity and inclusion.

Applications are particularly encouraged from Aboriginal and Torres Strait Islander peoples. For further information please contact our Australian Indigenous Employment Coordinator at: atsi_recruitment@uq.edu.au

Applications are also encouraged from women.

This role is a full-time position; however flexible working arrangements may be negotiated.