

# Communications and Engagement Advisor

## Role data

<b>Position no.</b>	various	<b>Work Area Profile</b>	Communications and Media
<b>Work Level Classification</b>	Level 5	<b>Directorate/Business Unit</b>	Engagement and Government Relations
<b>Reports to (role)</b>	Senior Communications Advisor	<b>Location</b>	Various
<b>No. direct reports</b>	Nil	<b>No. of indirect reports</b>	Nil
<b>Version date</b>	4 March 2024	<b>Tenure</b>	12 months

## Work area profile

Ahpra's overall purpose is to protect the public by regulating health practitioners efficiently and effectively to facilitate access to safer healthcare for all the community. Website: [www.ahpra.gov.au](http://www.ahpra.gov.au)

Strategy and Policy exists to protect the public through whole of National Scheme strategy, policy, engagement, and regulatory governance functions that are effective and responsive. The directorate provides high quality services that are national and run across the professions we regulate. The directorate works in partnership with National Boards and collaboratively with accreditation authorities and key partners.

The Ahpra Communications and Media team provides strategic and material support to Ahpra and the National Boards for internal and external stakeholder audiences and engagement. This includes managing all internal and external channels, including: the Ahpra and National Boards' websites, publications, media, social media, podcasts, videos and the intranet.

## Role purpose

The Communications and Engagement Advisor is responsible for providing professional advisory services and overseeing communications channels for Ahpra and the National Boards to enable effective and efficient delivery of the National Scheme's strategic objectives.

Working as the trusted subject matter expert on communications and engagement while collaborating with key stakeholders, this role applies strategic and tactical experience and knowledge and includes a focus on proactive and reactive communication for internal and external purposes, including media as appropriate.

## Key accountabilities

- Work with the relevant Ahpra business area and/or National Boards on key projects, programs and initiatives related to recommendations made in the Employer Engagement Strategy. Providing expert advice and material support to achieve the strategic objectives of the National Scheme.
- With the relevant business area and/or National Board, manage communications and engagement activities that are contemporary and support the National Scheme's brand identity and strategic objectives. The role may vary from leading, advising or supporting the communications and or engagement activity, dependent on the project, program or initiative.

- Foster, develop, and seek-out collaborative, responsive, and sustained internal and external stakeholder relationships that contribute towards achieving effective engagement, positive partnership outcomes and stakeholder strategies.
- Where required, monitor the media and social media landscape and prepare regular reports on proactive and reactive media activity, including analysis of high-risk topics and collaborate on strategic responses.
- Work within the Communications and Media and the Nursing and Midwifery Board of Australia's team budgets, ensuring efficient and productive use of resources.
- Identify opportunities to promote the work of Ahpra and National Boards, and contribute to the continued development, improvement and implementation of the Employer Engagement Strategy and the Engagement function's initiatives and ways of working.
- Work flexibly within the Communications and Media team ensuring a whole of team and work approach that also engages with the broader Engagement function when relevant.
- Health Safety and Wellbeing: Ensuring the workplace provides a safe working environment with the required level of care and respect for its participants. This means to:
  - Take reasonable care for own and others' health, safety, and wellbeing.
  - Adhere to Ahpra's workplace health, safety and wellbeing policies and procedures.

### Capabilities for the role

The Ahpra [Capability Framework](#) applies to all Ahpra employees. Below is the complete list of capabilities and proficiency level required for this position.

Capabilities	Proficiency level
Commits to customer service	Advanced
Displays leadership	Intermediate
Generates and delivers the strategic vision	Intermediate
Demonstrates an awareness of the National Registration and Accreditation Scheme (the National Scheme) and the National Law	Intermediate
Builds constructive working relationships	Advanced
Communicates effectively	Advanced
Demonstrates accountability in delivering results	Intermediate
Uses information and technology systems	Intermediate
Displays personal drive and integrity	Intermediate

## Qualifications/experience

Qualifications/Experience	Required
<b>Qualifications</b>	Degree level qualification in communications, PR, or a related discipline, or equivalent experience.
<b>Experience</b>	<p>Strong experience in a communications and/or engagement role in a large, dynamic organisation with complex stakeholder needs.</p> <p>Ability to successfully manage multiple projects, competing timelines and high-volume workloads.</p> <p>Able to think big-picture and still maintain a good eye for quality and detail.</p> <p>Strong team orientation with high level stakeholder relationship development and management skills.</p> <p>Demonstrated ability to be responsive and agile in a high-pressure environment.</p> <p>Highly developed written and spoken communication skills, including demonstrated experience in writing and editing in a variety of formats and styles for multiple audiences.</p> <p>Experience reporting deliverables and evaluating outcomes of strategy implementation would be advantageous.</p>

## Key relationships

Internal Relationships	External Relationships
Communications and Media team	Journalists and media outlets
Executive Directors and CEO	Suppliers
National Directors and functional leads	Partner organisations and stakeholders
Executive Officers	Co-regulators
State/territory managers	Government departments
Advisory groups	Community groups (including consumers/patients)
Project teams	Health services
National Board chairs and members	Employers of registered health practitioners