

## Role description - Communications Adviser

### Role data

<b>Position no.</b>	E11204	<b>Work Area Profile</b>	Communications
<b>Work Level Classification</b>	Level 5	<b>Directorate/Business Unit</b>	Strategy and Policy
<b>Reports to (role)</b>	National Communication Manager	<b>Location</b>	Melbourne, Hobart or Brisbane
<b>No. direct reports</b>	nil	<b>No. of indirect reports</b>	nil
<b>Version date</b>	22 September 2021	<b>Tenure</b>	Ongoing Fulltime

### Work area profile

Ahpra's overall mission is to protect the public by regulating health practitioners efficiently and effectively in the public interest 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 team provides strategic and material support to Ahpra and the National Boards for internal and external stakeholder audiences and engagement. This includes managing Ahpra's internal and external channels, such as: publications, media, social media, podcasts and videos. We also work with the Digital Services to provide communications support to Ahpra and the National Boards via the intranet and websites.

### Role purpose

The Communications Advisor is responsible for the provision of professional advisory services and technical support to Ahpra and the National Boards to enable effective and efficient delivery of the Communications strategy.

Working as the trusted subject matter expert and in close collaboration with key stakeholders, this role includes a focus on proactive and reactive communication media for internal and external purposes, applying strategic and tactical means.

This role may work across single or multiple media channels. Participating in an "on call" roster may be required, depending on the role's primary portfolio.

### Key accountabilities

- Support the delivery of the Communications strategy through the development and application of sound communications advice and support. This includes monitoring for impact, reporting and recommending actions/changes as required.
- Develop collaborative, responsive, and sustained internal and external stakeholder relationships that contribute towards the achievement of positive partnership outcomes and the Communications team and stakeholder strategies.

- Coordinate communications activities and other projects, via leading on approaches, reporting and evaluation, positioning, key audience messages and implementing activities via relevant channels, with accountability for timely delivery.
- Monitor the media landscape and prepare regular reports on proactive and reactive media activity, including analysis of high-risk topics as relevant.
- Work within the Communications team budget, ensuring efficient and productive use of resources.
- Identify and recommend continuous improvement opportunities for the team by participating in and contributing to the continued development, improvement and implementation of Communication team initiatives and ways of working.
- Work flexibly with the Communication team ensuring a whole of team and work approach.
- 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 procedure.

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

## Qualifications/experience

Qualifications/Experience	Required
<b>Qualifications</b>	Tertiary degree level qualification in communications, PR, or a related discipline.
<b>Experience</b>	<p>Strong experience in a communications 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 building 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>

## Key relationships

Internal Relationships	External Relationships
Communications team	Journalists and media outlets
Executive directors and CEO	National Board chairs and members
National Directors and functional leads	Suppliers
Executive Officers	Partner organisations and stakeholders
State/territory managers	Co-regulators
Advisory groups	Government departments
Project teams	Community groups
	Health services