

Position description

Communications adviser – online

Position data

Position no.	E10315	Review date	
Work level	AHPRA Level 5	Directorate/business unit	Strategy and Policy
Reports to (role)	National Communication Manager	Operating budget	Strategy and Policy
Number of direct reports	Nil	Location	AHPRA National Office - Level 7, 111 Bourke Street, Melbourne
Positions reporting to this role	Nil	Status	Full time, ongoing
Number of indirect reports	Nil	Close date	Please refer to job advertisement

Position purpose

Reporting to the National Communication Manager, you contribute to the protection of the Australian public through your work with AHPRA and the [National Registration and Accreditation Scheme](#) (the National Scheme) regulating Australia's 750,000 registered health practitioners.

This role includes working with internal stakeholders in a highly-scrutinised and complex environment to deliver the full range of internal and external communications to support National Boards and AHPRA. This includes providing recommendations and advice on online best practices, managing our social media and digital channels, developing communications plans for public and practitioner facing campaigns, as well as analysing, reporting on and evaluating activities. Sitting in the closely-knit communications team, this role also includes sharing work with other members of the team, such as producing internal communications, newsletter content, media monitoring, writing media releases and tribunal summaries.

To excel in this role you must be able to understand complex information quickly and be able translate it to plain language, understand the needs of stakeholders, juggle competing priorities and large workloads within a high-performing team and build strong working relationships with your peers and customers. Your judgment, interpersonal skills and technical communication skills must be excellent.

Australian Health Practitioner Regulation Agency

G.P.O. Box 9958 | Melbourne VIC 3001 | www.ahpra.gov.au

Key result areas

Accountabilities	Key activities
Communications services and activities	<p>Take the lead on projects, and on ad hoc work, to deliver great communications services, especially online.</p> <p>Manage a busy content schedule and grow engagement across our social media channels, including Facebook, Twitter LinkedIn and YouTube/Vimeo.</p> <p>Create engaging, accessible and shareable content across our digital platforms, and provide advice on the latest online tools/best practices.</p> <p>Manage social queries as a form of customer service.</p> <p>Develop and implement tailored communication strategies/plans to support objectives, to internal and external audiences, as planned and as required.</p> <p>Prepare communications materials (e.g. videos, website content, media releases, newsletter items, webinars etc), proof reading and plain language edits of existing content/collateral, as required.</p> <p>Regularly analyse, track and report on AHPRA's social media and use this data to target and optimise social media content and approaches.</p> <p>Work with internal and external suppliers and customers to deliver materials on time and on budget, as required.</p>
Analytics, evaluation and reporting	<p>Ensure work has measurable objectives, track and analyse effectiveness of communications.</p> <p>Prepare regular reports on proactive and reactive activity, including analysis of high-risk topics as relevant.</p> <p>Analyses behaviours and responses of different audience groups and viewer segmentation.</p>
Work collaboratively	<p>Work collaboratively to ensure the delivery of high-quality, efficient and responsive communications services that engage stakeholders.</p> <p>Work in partnership with the communications team and internal clients to ensure that strategic objectives are met.</p> <p>Participate in and conduct user-testing and research with members of the communications team.</p>
Demonstrate AHPRA values of collaboration, service and achievement and be a positive contributor to our workplace culture	<p>Demonstrate our values (collaboration, service and achievement) through behaviour and approach to work.</p> <p>Backfill other communications functions as required.</p>

	<p>Take on other tasks and areas of responsibilities as needed.</p> <p>Be an ongoing and positive contributor to our workplace culture.</p>
Mandatory accountabilities for all employees	
Our way of working	<p>Incorporate the AHPRA Way of working into daily work practices.</p> <p>Comply with the AHPRA Code of Conduct and all other AHPRA policies and procedures.</p> <p>Adhere to and apply the information contained in any AHPRA mandatory or job related training.</p>
Workplace health & safety management	<p>Adhere to AHPRA's workplace health and safety policies and procedures.</p> <p>Take reasonable care for own and others health and safety.</p> <p>Identify and report any health and safety problem, hazard/risk or defect which may give rise to danger.</p> <p>Report any health and safety incident immediately and implement measures to rectify cause.</p> <p>Complete all mandatory or additional workplace health and safety training as required by AHPRA.</p> <p>Follow any reasonable instruction by management in relation to workplace health and safety.</p>
Customer service	<p>Deliver a professional, proactive, accurate, efficient, confidential and customer-focused service to a wide range of internal and external stakeholders.</p>
Self development	<p>Participate in periodic performance appraisals.</p> <p>Complete agreed activities in performance improvement plans or development plans.</p>

Key requirements

Key stakeholders	Qualifications / experience	Personal attributes
<p>Internal</p> <p>Communications team</p> <p>Executive directors and CEO (Executive team)</p> <p>Executive officers</p> <p>State/territory managers</p> <p>Functional leads and National Directors</p>	<p>Required</p> <p>Tertiary qualification in communications, PR, or a related discipline.</p> <p>Five years' or more experience in communications in a high-pressure and complex organisation.</p> <p>Strong track record in developing web and social media content, including creating videos, using a</p>	<p>A high performer and excellent team player.</p> <p>Highly principled, with good judgment.</p> <p>Exceptional interpersonal and strong problem-solving skills.</p> <p>Positive, responsive and flexible.</p> <p>Able to think big-picture and still maintain a good eye for quality and detail.</p>

Key stakeholders	Qualifications / experience	Personal attributes
External National Board chairs Suppliers Communications professionals in partner organisations	<p>CMS and setting up webinars.</p> <p>Experience providing excellent communications advice and implementing programs/campaigns/consultations across platforms.</p> <p>Desireable</p> <p>Experience in any of these areas would be desireable, but is not necessary:</p> <ul style="list-style-type: none"> • working in health, regulation or other government sectors, or highly regulated sectors • video production and Adobe Creative Suite • supporting consultations and stakeholder engagement, or • developing and evaluating surveys. 	<p>Thrives on working in high-pressure, high-volume environments.</p> <p>Ability to comfortably manage multiple projects, competing timelines and uncertainty.</p> <p>Exceptional written and spoken communication skills, including demonstrated experience in writing and editing in a variety of formats and styles for multiple audiences.</p>