

DEPARTMENT OF HEALTH

# Statement of Duties

<b>Position Title:</b>	Senior Communications Officer
<b>Position Number:</b>	521760
<b>Classification:</b>	General Stream Band 7
<b>Award/Agreement:</b>	Health and Human Services (Tasmanian State Service) Award
<b>Group/Section:</b>	Office of the Secretary – Strategic Communications
<b>Position Type:</b>	Permanent, Full Time
<b>Location:</b>	South
<b>Reports to:</b>	Manager - Strategic Communications
<b>Effective Date:</b>	April 2023
<b>Check Type:</b>	Annulled
<b>Check Frequency:</b>	Pre-employment
<b>Position Features:</b>	While office based, some intra and interstate travel may be required

*NB. The above details in relation to Location, Position Type and Work Pattern may differ when this position is advertised – please refer to these details within the actual advert. The remainder of the content of this Statement of Duties applies to all advertised positions.*

## Primary Purpose:

This is a senior role within the Department of Health (DoH) Communications team requiring advanced knowledge and experience of media and communications and the ability to lead activities which have a positive effect on organisational outcomes and strategic objectives within and beyond the team.

The Senior Communications Officer plays a key role in the development, delivery and evaluation of internal and external communications for DoH, including pro-active and reactive media, communications strategies, stakeholder relations and issues management.

## Duties:

1. Develop, lead, implement and evaluate internal and external communications strategies in support of the Agency's and the Government's policies, projects and initiatives for health.
2. Provide specialist advice to Senior Executives, Managers and colleagues on strategic and operational media and communications matters.
3. Plan and execute a range of events, including the preparation of written material such as speeches, briefing papers and backgrounders.
4. Prepare and review a wide range of written materials for various audiences in numerous formats, including media releases, website copy, publications and marketing material.
5. Source, create and review material for use on online and social media platforms.
6. Support the media team in the development and delivery of reactive media responses and pro-active media opportunities for the Agency and in support of the Government.
7. Ensure communications activities are in line with protocols and policies developed by the Agency and whole-of-government communications policies.
8. Establish, develop and manage productive relationships and liaise with key stakeholders to advance the delivery of agreed media and communications goals.
9. Actively participate in and contribute to the organisation's Quality & Safety and Work Health & Safety processes, including in the development and implementation of safety systems, improvement initiatives, safeguarding practices for vulnerable people, and related training.
10. The incumbent can expect to be allocated duties, not specifically mentioned in this document, that are within the capacity, qualifications and experience normally expected from persons occupying positions at this classification level.

## Key Accountabilities and Responsibilities:

Work is often undertaken in a strictly confidential environment with shifting priorities. Deadlines may result in having to work outside normal working hours.

The Senior Communications Officer reports to the Manager - Strategic Communications. The occupant will be responsible for:

- Operating with a significant degree of independence and autonomy in the execution of tasks within the field of expertise.
- Ensuring all work undertaken is thorough, well researched, accurate and timely, advising senior managers where there may be perceived breach, or a likely breach of the Ministers' obligation to provide factual information to Parliament and to abide by Cabinet conventions.
- Responding directly to requests for advice from senior managers in relation to projects under management which have a direct effect on government policy development and commentary.
- Champion a child safe culture that upholds the *National Principles for Child Safe Organisations*. The Department is committed to the safety, wellbeing, and empowerment of all children and young people, and expect all employees to actively participate in and contribute to our rights-based approach to care, including meeting all mandatory reporting obligations.

- Where applicable, exercise delegations in accordance with a range of Acts, Regulations, Awards, administrative authorities and functional arrangements as mandated by Statutory office holders including the Secretary and Head of State Service. The relevant Unit Manager can provide details to the occupant of delegations applicable to this position.
- Comply at all times with policy and protocol requirements, including those relating to mandatory education, training and assessment.

## Pre-employment Conditions:

*It is the Employee's responsibility to notify an Employer of any new criminal convictions during the course of their employment with the Department.*

The Head of the State Service has determined that the person nominated for this job is to satisfy a pre-employment check before taking up the appointment, on promotion or transfer. The following checks are to be conducted:

1. Conviction checks in the following areas:
  - a. crimes of violence
  - b. sex related offences
  - c. serious drug offences
  - d. crimes involving dishonesty
2. Identification check
3. Disciplinary action in previous employment check.

## Selection Criteria:

1. High level strategic communications expertise developed through extensive experience, including the ability to develop, implement and evaluate communications strategies.
2. High-level professional media relations experience with demonstrated experience in the provision of media advice and support on major public issues including constructive and successful liaison with media representatives.
3. Highly developed written communication skills, including the capacity to produce high quality documents in a variety of communication formats for a range of target audiences.
4. Highly developed verbal communication and interpersonal skills, with an ability to interact effectively with a wide range of internal and external stakeholders and represent the Agency on operational matters.
5. Proven ability to provide authoritative, specialist and effective advice to managers and colleagues on the development and delivery of strategic and operational media and communications matters and the ability to understand the contemporary political and organisational environment.

## Working Environment:

The Department of Health is committed to improving the health and wellbeing of patients, clients and the Tasmanian community through a sustainable, high quality and safe health system. We value leading with purpose, being creative and innovative, acting with integrity, being accountable and being collegial.

The Department of Health is committed to improving the way we work with vulnerable people, in particular implementing strategies and actions to promote child safety and wellbeing, empower, and prevent harm to children and young people.

The Department upholds the *Australian Charter of Healthcare Rights* in our practice and is committed to the safeguarding and protection of the welfare and rights of all people, particularly those that may be at risk of abuse, neglect, or exploitation. We place emphasis on the provision of culturally safe, respectful, and inclusive care that is responsive to diverse needs.

The Department seeks to provide an environment that supports safe work practices, diversity and respect, including with employment opportunities and ongoing learning and development. We value the diverse backgrounds, skills and contributions of all employees and treat each other and members of the community with respect. We do not tolerate discrimination, harassment or bullying in the workplace. All employees must uphold the *State Service Principles* and *Code of Conduct* which are found in the *State Service Act 2000*. The Department supports the [Consumer and Community Engagement Principles](#).