



**ROLE DESCRIPTION**

<b>Role Title:</b>	ePCR Communications Officer
<b>Classification Code:</b>	ASO6
<b>LHN/ HN/ SAAS/ DHW:</b>	SAAS
<b>Hospital/ Service/ Cluster:</b>	SA Ambulance Service (SAAS)
<b>Division:</b>	Corporate Services
<b>Department/Section / Unit/ Ward:</b>	Electronic Patient Care Record (ePCR) Project
<b>Role reports to:</b>	ePCR Change and Engagement Manager
<b>Role Created/ Reviewed Date:</b>	September 2024
<b>Criminal and Relevant History Screening:</b>	<input type="checkbox"/> Aged (NPC) <input type="checkbox"/> Working With Children’s Check (WWCC) (DHS) <input checked="" type="checkbox"/> Vulnerable (NPC) <input checked="" type="checkbox"/> General Probity (NPC)
<b>Immunisation Risk Category Requirements:</b>	<input type="checkbox"/> Category A (direct contact with blood or body substances) <input type="checkbox"/> Category B (indirect contact with blood or body substances) <input checked="" type="checkbox"/> Category C (minimal patient contact)

**ROLE CONTEXT**

<b>Primary Objective(s) of role:</b>
<ul style="list-style-type: none"> <li>➤ Responsible for leading the ePCR internal and external communications.</li> <li>➤ Work closely with the ePCR Change and Engagement Manager to develop communication plans and materials and implement communications that support the design, build and implementation of the SAAS ePCR solution.</li> <li>➤ Responsible for the development of day-to-day communications and engagement functions, including internal and external project updates, content inclusion in SAAS bulletins and newsletters and all key stakeholder communication requirements.</li> </ul>

<b>Direct Reports:</b>
None

**Key Relationships / Interactions:**

This position directly reports to ePCR Change and Engagement Manager.

Internal

- > ePCR Program Manager
- > ePCR Project Officers
- > ePCR Management Committee
- > ePCR Change and Engagement Team members
- > ePCR Clinical Design Team
- > ePCR Deployment Team
- > ePCR Technical Team
- > Clinical Training Delivery Teams
- > ePCR Data Team
- > SAAS Clinical Services
- > SAAS Communications and Community Engagement
- > SAAS Executive and Operational Management
- > ePCR Clinical Governance
- > ePCR Clinical Subject Matter Experts (SMEs) and Clinical End-users

External

- > SA Health
- > Local Health Networks (LHNs)
- > ePCR Vendor project team
- > Other Ambulance Services
- > RFDS
- > SA Police
- > Coroner's Court

**Challenges associated with Role:**

Major challenges currently associated with the role include:

- > Timely, accurate and effective communications advice required in high pressure and political environment to support a critical organisation wide project subject to tight deadlines.
- > Ensuring positive and appropriate ePCR messaging to inform and educate staff members, regional communities, consumers and stakeholders and foster a positive attitude towards the ePCR solution.
- > Develop communications that support a diverse group of stakeholders to manage the change associated with the move to an ePCR.
- > Working in a professional manner to support the maintenance of a positive image for SAAS and influence the development and fostering of effective partnerships and relationships. Work under limited direction, exercise sound judgement and display sound negotiation skills.
- > Meeting tight deadlines in an environment of competing priorities.
- > Developing communication material that meets each stakeholder group requirement.

**Delegations:**

No HR or Financial Delegations are associated with this position.

## Key Result Area and Responsibilities

Key Result Areas	Major Responsibilities
<p>Leading the development and implementation of proactive media and communication strategies for ePCR project that will assist in the achievement of the ePCR project objectives by:</p>	<ul style="list-style-type: none"> <li>&gt; Develop and implement communication plans and materials for internal and external stakeholders and, evaluate effectiveness of communication strategies.</li> <li>&gt; Writing and editing ePCR information for SAAS's corporate publications.</li> <li>&gt; Responsible for the development of day-to-day ePCR project communications.</li> <li>&gt; Identify newsworthy stories about the ePCR Project progress and achievement.</li> <li>&gt; Provide expert communications related advice to the ePCR Leadership and Governance, Project Team and solution vendor ensuring the standards of presentation, style and content are appropriate for the intended purpose.</li> <li>&gt; Ensure all communications maintain high and consistent standards in relation to compliance with whole of Government policies and procedures and SA Health's Communications policies. Provide information and contribute to the collation of ePCR Project information for reporting purposes and project deliverables.</li> </ul>
<p>Lead the development and implementation of a ePCR communications framework through which the ePCR can be promoted by:</p>	<ul style="list-style-type: none"> <li>&gt; Develop ePCR communications framework and identify opportunities to engage the ePCR Teams to provide strategic advice on internal and external communications management.</li> <li>&gt; Ensuring that ePCR Project maintains high and consistent standards in relation to compliance with whole of Government Policies and Procedures and SA Health's Communications Policies.</li> <li>&gt; Conducting daily ePCR communications activity, including preparing and distributing internal project bulletins, project newsletters and communications to support planned ePCR events.</li> <li>&gt; Providing high level strategic communication advice to ePCR project vendor to ensure any communication material shared is as per ePCR communication framework and contributes to best outcomes for ePCR Project and minimise negativity from staff and stakeholders.</li> <li>&gt; Contributing ePCR content to a range of internal and external media and communication matters, including preparation of briefing notes, background information and research.</li> </ul>
<p>Lead the Communications within the ePCR Program</p>	<ul style="list-style-type: none"> <li>&gt; Ensuring that standards of presentation, style and content maintain high standards and are appropriate for sharing among ePCR teams and internal and external stakeholders.</li> <li>&gt; Support and actively participate in ePCR project discussions.</li> <li>&gt; Promote knowledge sharing amongst ePCR teams.</li> <li>&gt; Foster a team approach to communication and public relations</li> </ul>
<p>Media and Communications Liaison for ePCR Project queries</p>	<ul style="list-style-type: none"> <li>&gt; Conduct interviews and undertake research as required for development of ePCR Project related media releases/statements.</li> <li>&gt; Develop key talking points for ePCR Management and key stakeholders that are straight-forward and represent the ePCR objectives and requirements.</li> </ul>

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Key Result Areas	Major Responsibilities
	<ul style="list-style-type: none"><li>&gt; Identify proactive opportunities to share information about ePCR achieved milestones and raise the ePCR Project profile. Ensure timely response to all ePCR media queries, and identify queries which require further investigation and/or Executive authorisation.</li><li>&gt; Ensure for all ePCR enquiries media log and contacts database is regularly updated.</li><li>&gt; Ensure that ePCR Project maintains high and consistent standards in relation to compliance with whole of Government Policies and Procedures and SA Health's Communications Policies.</li><li>&gt; Providing high level communication advice to ePCR internal Teams and ePCR vendor to ensure the best outcomes for the ePCR Project and minimise negativity from staff and stakeholders.</li></ul>
Ministerial and Government Communications for ePCR Project queries	<ul style="list-style-type: none"><li>&gt; Research ePCR queries received from the Office of the CE and Office of the Minister for Health and Wellbeing in accordance with stringent deadlines and procedures.</li><li>&gt; Liaise with SAAS Communications and Engagement department to respond to any ministerial or Government communication requirements.</li><li>&gt; Research and write notes for the Minister for Health and Wellbeing, including corresponding briefings for function attendance and speeches.</li><li>&gt; Ensure all material prepared for CEO authorisation is accurate, contains relevant information and addresses the ePCR queries in full.</li></ul>

## Knowledge, Skills and Experience

### ESSENTIAL MINIMUM REQUIREMENTS

#### Educational/Vocational Qualifications

- > Nil

#### Personal Abilities/Aptitudes/Skills:

- > Proven ability to write to a range of audiences with a particular emphasis on detail, accuracy and plain English, and to apply highly developed liaison, negotiation and verbal communication skills.
- > Proven ability to work effectively under pressure, meet deadlines and adapt to changing priorities.
- > Proven ability to work under limited supervision and lead the development of a significant communications program
- > Demonstrated ability and judgement in providing strategic and innovative solutions to complex communication problems.
- > Proven ability to influence others and achieve positive change in ePCR communication practices and outcomes.
- > Demonstrated ability to apply effective interpersonal skills to facilitate team work and foster the cooperation of others using tact, discretion, impartiality and a commitment to excellent customer service.

## **Experience**

- > Proven experience in the research, development and implementation of significant project or program based communication and media plans.
- > Demonstrated experience in leading the development/implementation of project or program communication strategies.
- > Experience in managing the development and production of project or program communications collateral such as publications, brochures, posters, websites and promotional materials.
- > Experience in briefing and working collaboratively with a range of external organisations such as advertising agencies, graphic designers and market research organisations.
- > Extensive experience in consulting and building partnerships with key stakeholders within Government.

## **Knowledge**

Knowledge and understanding of:

- > Project or program practices and related communication requirements to support major organisational change.
- > Workforce communications, social marketing, stakeholder relations and the principles of effective communication.
- > Government communications policies and protocols.

## **DESIRABLE CHARACTERISTICS**

### **Educational/Vocational Qualifications**

- > Degree or equivalent in communications or related subject.

### **Experience**

- > Project experience in organisation wide change projects or system implementations
- > Experience in health promotion.

### **Knowledge**

- > Knowledge and understanding of change management principles
- > Knowledge of SA Ambulance Service and its strategic priorities.
- > .Political system and policies.

**Special Conditions:**

- > It is mandatory that no person, whether or not already working in SA Health, may be appointed to a position in SA Health unless they have provided a satisfactory current Criminal and Relevant History Screening, as required by the *SA Health Criminal and Relevant History Screening Policy Directive*.
- > For appointment in a Prescribed Position under the *Child Safety (Prohibited Persons) Act 2016*, a current Working with Children Check (WWCC) is required from the Department for Human Services Screening Unit. For other positions, a satisfactory National Police Certificate (NPC) assessment is required.
- > For 'Prescribed Positions' under the *Child Safety (Prohibited Persons) Act 2016*, the individual's WWCCs must be renewed every 5 years from the date of issue; and for 'Approved Aged Care Provider Positions' every 3 years from date of issue as required by the *Accountability Principles 2014* issued pursuant to the *Aged Care Act 1997 (Cth)*.
- > Appointment is subject to immunisation risk category requirements. There may be ongoing immunisation requirements that must be met.
- > Depending on work requirements the incumbent may be transferred to other locations across SA Health to perform work appropriate to classification, skills and capabilities either on a permanent or temporary basis subject to relevant provisions of the *Public Sector Act 2009* for Public Sector employees or the *SA Health (Health Care Act) Human Resources Manual* for Health Care Act employees.
- > The incumbent may be required to participate in Counter Disaster activities including attendance, as required, at training programs and exercises to develop the necessary skills required to participate in responses in the event of a disaster and/or major incident.

**General Requirements:**

Managers and staff are required to work in accordance with the Code of Ethics for South Australian Public Sector, Directives, Determinations and Guidelines, and legislative requirements including but not limited to:

- > *Work Health and Safety Act 2012 (SA)* and when relevant WHS Defined Officers must meet due diligence requirements.
- > *Work Health and Safety Act 2012 (SA) - maintaining your own health and safety and not place others at risk and comply with any reasonable instruction that is given to allow SA Health to comply with the WHS Act and when relevant WHS Defined Officers must meet due diligence requirements.*
- > *Return to Work Act 2014 (SA)*, facilitating the recovery, maintenance or early return to work of employees with work related injury / illness.
- > Meet immunisation requirements as outlined by the *Immunisation for Health Care Workers in South Australia Policy Directive (Aug 2017)*.
- > Equal Employment Opportunities (including prevention of bullying, harassment and intimidation).
- > *Children and Young People (Safety) Act 2017 (SA)* 'Notification of Abuse or Neglect'.
- > Disability Discrimination.
- > *Independent Commissioner Against Corruption Act 2012 (SA)*.
- > *Information Privacy Principles Instruction*.
- > Relevant Awards, Enterprise Agreements, *Public Sector Act 2009*, *Health Care Act 2008* and the *SA Health (Health Care Act) Human Resources Manual*.
- > Relevant Australian Standards.
- > Duty to maintain confidentiality.
- > Smoke Free Workplace.
- > To value and respect the needs and contributions of SA Health Aboriginal staff and clients, and commit to the development of Aboriginal cultural competence across all SA Health practice and service delivery.
- > Applying the principles of the *South Australian Government's Risk Management Policy* to work as appropriate.

The SA Health workforce contributes to the safety and quality of patient care by adhering to the South Australian Charter of Health Care Rights, understanding the intent of the National Safety and Quality Health Service Standards and participating in quality improvement activities as necessary.

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**Performance Development:**

The incumbent will be required to participate in the organisation's Performance Review and Development Program which will include a regular review of the incumbent's performance against the responsibilities and key result areas associated with their position and a requirement to demonstrate appropriate behaviours which reflect a commitment to SA Health values and strategic directions.

**Handling of Official Information:**

By virtue of their duties, SA Health employees frequently access, otherwise deal with, and/or are aware of, information that needs to be treated as confidential.

SA Health employees will not access or attempt to access official information, including confidential patient information other than in connection with the performance by them of their duties and/or as authorised.

SA Health employees will not misuse information gained in their official capacity.

SA Health employees will maintain the integrity and security of official or confidential information for which they are responsible. Employees will also ensure that the privacy of individuals is maintained and will only release or disclose information in accordance with relevant legislation, industrial instruments, policy, or lawful and reasonable direction.

**White Ribbon:**

SA Health has a position of zero tolerance towards men's violence against women in the workplace and the broader community. In accordance with this, the incumbent must at all times act in a manner that is non-threatening, courteous, and respectful and will comply with any instructions, policies, procedures or guidelines issued by SA Health regarding acceptable workplace behaviour.

**Resilience:**

SA Health employees persevere to achieve goals, stay calm under pressure and are open to feedback.

## Organisational Context

### Organisational Overview:

Our mission at SA Health is to lead and deliver a comprehensive and sustainable health system that aims to ensure healthier, longer and better lives for all South Australians. We will achieve our objectives by strengthening primary health care, enhancing hospital care, reforming mental health care and improving the health of Aboriginal people.

SA Health is committed to a health system that produces positive health outcomes by focusing on health promotion, illness prevention and early intervention. We will work with other government agencies and the community to address the environmental, socioeconomic, biological and behavioural determinants of health, and to achieve equitable health outcomes for all South Australians.

### Our Legal Entities:

SA Health is the brand name for the health portfolio of services and agencies responsible to the Minister for Health and Wellbeing. The Department for Health and Wellbeing is an administrative unit under the Public Sector Act 2009.

The legal entities include but are not limited to the Central Adelaide Local Health Network Inc., Northern Adelaide Local Health Network Inc., Southern Adelaide Local Health Network Inc., Women's and Children's Health Network Inc., Country Health SA Local Health Network Inc. and SA Ambulance Service Inc.

### SA Health Challenges:

The health system is facing the challenges of an ageing population, increased incidence of chronic disease, workforce shortages, and ageing infrastructure. The SA Health Care Plan has been developed to meet these challenges and ensure South Australian's have access to the best available health care in hospitals, health care centres and through GPs and other providers.

### SA Ambulance Service:

#### SA AMBULANCE SERVICE VISION

An innovative, patient focussed, technology enabled, evidence driven, emergency response and health care ambulance service; achieved by exceptional people.

#### PURPOSE

To ensure South Australia thrives by enabling access to emergency and non-emergency ambulance health care and alternative patient pathways while contributing to our State's emergency preparedness and health response capability.

Underpinning the SA Ambulance Service (SAAS) Strategic Directions are the agreed values that reflect patient focused, integrity and honesty, community collaboration, teamwork, respect and courtesy, change ready and authentic leadership. These values drive how we conduct our business and how we behave. We aim to uphold our values every day and recruit to those values. We will ensure we have a culture that is **Respectful, Inclusive, Supportive and Equitable (RISE)**.

Australia has one of the most culturally and ethnically diverse populations in the world. Having bi-lingual and bi-cultural employees can enhance the department's ability to negotiate with, and meet the needs of, the full range of its clients and customers. Such employees also add to the diversity of the workforce, and give added opportunities to fully capitalise on difference as a valuable asset in an increasingly competitive environment.

### Division/ Department:

SAAS has embarked on a transformation project to deploy a purpose-built electronic Patient Care Record (ePCR) Solution across all ambulance services State-wide. The ePCR Project Team will comprise of motivated members who each bring specialist skills from their respective backgrounds to a collaborative goal focussed work environment. The Project Team will work closely with key stakeholders including SAAS, Digital Health SA, Local Health Networks, External Suppliers and other Government Bodies to ensure the design, build and deployment of the ePCR Solution meets the needs of end users and delivers high quality outcomes to benefit the provision of healthcare in South Australia.



## Values

### SA Health Values

The values of SA Health are used to indicate the type of conduct required by our employees and the conduct that our customers can expect from our health service:

- > We are committed to the values of integrity, respect and accountability.
- > We value care, excellence, innovation, creativity, leadership and equity in health care provision and health outcomes.
- > We demonstrate our values in our interactions with others in SA Health, the community, and those for whom we care.

### SA Ambulance Service Values



### Code of Ethics

The *Code of Ethics for the South Australian Public Sector* provides an ethical framework for the public sector and applies to all public sector employees:

- > Democratic Values - Helping the government, under the law to serve the people of South Australia.
- > Service, Respect and Courtesy - Serving the people of South Australia.
- > Honesty and Integrity- Acting at all times in such a way as to uphold the public trust.
- > Accountability- Holding ourselves accountable for everything we do.
- > Professional Conduct Standards- Exhibiting the highest standards of professional conduct.

The Code recognises that some public sector employees are also bound by codes of conduct relevant to their profession.

As a public sector employee, you have a responsibility to maintain ethical behaviour and professional integrity standards. It is expected that you act in accordance with the Code of Ethics, and contribute to a culture of integrity within SA Health.

## Approvals

### Role Description Approval

I acknowledge that the role I currently occupy has the delegated authority to authorise this document.

**Name:**

**Signature:**

**Date:**

## Role Acceptance

### Incumbent Acceptance

I have read and understood the responsibilities associated with role, the organisational context and the values of SA Health as outlined within this document.

**Name:**

**Signature:**

**Date:**

### Version control and change history

Version	Date from	Date to	Amendment
V1	05/09/2024	current	New role