

Role Name: Senior Aboriginal and Torres Strait Islander Communications and Engagement Advisor

Role data

Position no.	E12522	Work Area Profile	Media and Digital team
Work Level Classification	Level 6	Directorate/Business Unit	Strategy and Policy
Reports to (role)	Manager, Media and Digital	Location	Brisbane or Melbourne
No. direct reports	Nil	No. of indirect reports	Nil
Version date	23 Jan 2023	Tenure	Fixed Term (12 months) 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

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 expertise, strategic advice and support for Ahpra and National Boards to communicate effectively with internal and external stakeholders. This includes leading the brand identity and visual design direction for Ahpra and the National Boards. The team manages Ahpra's internal and external channels, including print and digital publications and materials, media, social media, podcasts videos, the Ahpra intranet and 16 Ahpra and National Board websites.

Commitment to cultural safety for Aboriginal and Torres Strait Islander Peoples

Ahpra and the National Scheme, in partnership with the [National Scheme's Aboriginal and Torres Strait Islander Health Strategy Group](#) (the Strategy Group) have committed to eliminating racism within healthcare in Australia.

Ahpra acknowledges the Traditional Owners of Country throughout Australia and their continued connection to lands, waters and communities. We pay our respect to Aboriginal and Torres Strait Islander cultures and Elders past, present and emerging.

Ahpra and the National Boards as the health practitioner regulators, aims to make patient safety the norm for Aboriginal and Torres Strait Islander Peoples by ensuring registered health practitioners are practising their profession in a culturally safe way.

This commitment is demonstrated in the development and implementation of its key strategies:

- [National Scheme's Aboriginal and Torres Strait Islander Health and Cultural Safety Strategy 2020-2025 \(the Strategy\)](#)
- [Aboriginal and Torres Strait Islander Employment Strategy 2020-2025](#)
- [Ahpra Innovate Reconciliation Action Plan \(RAP\)](#)

Ahpra is committed to improving the representation of Aboriginal and Torres Strait Islander Peoples in employment across all levels of the National Scheme to be representative of the communities in which we operate and serve.

Role purpose

You'll be responsible for developing the agency's communication strategies and campaigns to support the implementation of the National Scheme's Aboriginal and Torres Strait Islander Health and Cultural Safety Strategy 2020-2025 and work across the agency to embed cultural safety for Aboriginal and Torres Strait Islander Peoples into the business and operations of Ahpra and in the healthcare system.

You'll work collaboratively with internal and external stakeholders. Success in this role derives from:

- your ability to elevate Ahpra's profile within Aboriginal and Torres Strait Islander communities by raising awareness of our commitment to cultural safety and eliminating racism from healthcare with layered communication strategies
- your strong connection to Aboriginal and Torres Strait Islander Peoples, communities, culture and working, knowing and living as an Aboriginal and/or Torres Strait Islander person.

You'll work across the agency with the Aboriginal and Torres Strait Islander Health Strategy Unit, the Engagement and Support Team (Registrations), the Statutory Appointments team and the Aboriginal and Torres Strait Islander Health Strategy Group to deliver coordinated messaging to Aboriginal and Torres Strait Islander audiences.

Special/Equal Opportunity Measures

Ahpra considers that being Aboriginal and/or Torres Strait Islander is a genuine occupational requirement for this position.

This position is only open to Aboriginal and/or Torres Strait Islander applicants.

The filling of this position is intended to constitute a special/equal opportunity measure under section 8(1) of the Racial Discrimination Act 1975 (Cth), and the following state/territory legislation:

- s25 of the Anti-Discrimination Act 1991 (QLD)
- sub-s26(3) and s28 12 of the Equal Opportunity Act 2010 (VIC)

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Key accountabilities

- Work collaboratively with the Media and Digital and Health Strategy Unit teams to drive communications relating to deliverables in the National Scheme's Aboriginal and Torres Strait Islander Health and Cultural Safety Strategy 2020-2025 (Health strategy).
- Provide specialist communication and engagement advice that guides stakeholders:
 - on culturally safe communication and engagement within Ahpra and the National Boards, and
 - on the development of culturally safe processes, practices and resources.
- Inform and contribute to proactive and reactive media and social media opportunities that relate to Aboriginal and Torres Strait Islander stakeholders and audiences.
- Strategise and lead content development that promotes the Health Strategy's strategic objectives internally and externally. Channels include Ahpra's internal newsletter and all-staff video, Ahpra's Taking Care podcast, National Board newsletters and Ahpra's social media channels.
- Initiate, engage and maintain a two-way working relationship with key internal and external Aboriginal and Torres Strait Islander stakeholders with respect and cultural safety.
- Respond promptly to requests involving or from Aboriginal and Torres Strait Islander stakeholders, collate and disseminate relevant information, resolve standard problems, escalate issues when required, and effectively prioritise responses to stakeholders.
- Establish and maintain sustained collaborative stakeholder relationships with members of the National Scheme. This includes identifying opportunities for early and proactive engagement that contribute towards understanding and improving regulatory experience, and leading and influencing stakeholders to achieve effective engagement, positive partnership outcomes, and stakeholder strategies.
- Provide authoritative expert advice to Ahpra and National Boards about regulatory experience and stakeholder engagement and develop and implement tailored engagement strategies/plans to support specific engagement objectives, with accountability for timely delivery. Some engagement strategies may be complex and/or involve management of risk.
- Foster a culture of continuous improvement, problem solving and work across teams to implement initiatives and solutions, that is values-led and focused on meeting strategic objectives of the National Scheme.
- **Health Safety and Wellbeing:** Ensuring the workplace provides a safe working environment with the required level of care and respect for its participants meaning to:
 - Take reasonable care for own and others' health, safety and wellbeing
 - Adhere to Ahpra's workplace health, safety and wellbeing policies and procedures.

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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	Advanced
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	Advanced
Uses information and technology systems	Intermediate
Displays personal drive and integrity	Advanced

Qualifications/ Experience	Required
Qualifications	<p>Minimum degree level qualification in communication, an Aboriginal or Torres Strait Islander or related discipline, and/or equivalent experience working in communications/engagement.</p> <p>Qualifications and/or experience in the Aboriginal and Torres Strait Islander health sector would be highly regarded.</p>
Experience	<p>Highly developed interpersonal, influencing and relationship-building skills, including an ability to communicate effectively (both written and spoken) and persuasively with stakeholders, particularly Aboriginal and Torres Strait Islander stakeholders.</p>

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	<p>An understanding of cultural safety and experience in working with Aboriginal and Torres Strait Islander communities and leaders.</p> <p>Demonstrated ability to build consensus in complex and multistakeholder environments, including the ability to escalate issues appropriately, collaborate on solutions and provide insightful recommendations and advice.</p> <p>Highly developed ability to successfully manage multiple projects, competing timelines and high-volume workloads.</p> <p>Exceptional track record in providing cultural engagement advice, planning and implementing communication strategies/plans in a complex and dynamic stakeholder environment.</p> <p>Demonstrated experience reporting deliverables and evaluating outcomes of strategy implementation</p>
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Key relationships

Internal relationships	External relationships
CEO and Executive Directors	Aboriginal and Torres Strait Islander health sector organisations
Engagement staff and Media and Digital team members	Board and Committee members
Aboriginal and Torres Strait Islander Health Strategy Unit (HSU) and Indigenous Strategy staff	Aboriginal and Torres Strait Islander communities
State/Territory Managers, Directorate functional leads across Ahpra	Aboriginal and Torres Strait Islander practitioners
Regulatory Operations	
Statutory Appointments team	

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