

Senior Communications and Engagement Adviser

Position number:	DHHS/HI/559727, 510868, 548085
Branch/Division/Team:	Communications & Engagement, Victorian Health Building Authority, Infrastructure branch
Work location:	35 Collins Street, Melbourne
Classification:	VPS-5
Salary range:	Value range 1: \$101,120 - \$111,734 Value range 2: \$111,736 - \$122,348
Employment status:	Fixed-Term to 30/12/2023, Full-time (76 hours per fortnight)
Position reports to:	Director, Communications and Engagement
Position contact:	

Role purpose

The Victorian Health Building Authority (VHBA) is responsible for the planning and delivery of the Victorian Government's multibillion dollar health infrastructure program. It includes \$16.6 billion in managed assets and \$7.84 billion in planning and delivery.

The authority manages some of the largest health infrastructure projects in Victoria, including the New Footscray Hospital (the largest health infrastructure investment in the state) and the Victorian Heart Hospital (the first ever cardiac hospital in Australia).

As the Senior Communications and Engagement Adviser in the Major Projects team, you will have the opportunity to work across some of the State's largest and most impactful health infrastructure projects.

Reporting to the Manager, Communications and Engagement (Major Projects), you will play a lead role in the planning and implementation of communication and engagement strategies for a number of priority projects, which will include targeted stakeholder and community engagement, media and issues management, event management as well as creative content development.

The successful candidate will work as part of a vibrant, energetic and supportive team. You will have professional development opportunities, work/life balance and a clear career pathway. We offer a hybrid flexible working approach incorporating remote working and our state-of-the-art office in Melbourne.

Are you:

- A highly motivated individual who enjoys working in a fast-paced, dynamic environment managing multiple stakeholder groups?
- Experienced and confident communications and engagement practitioner with a broad range of skills including strategy and content development, media, event and issues management?
- A strong writer with an ability to distil technical and complex information for a broad range of channels

and audiences?

Department of Health

The Department of Health (DH) has been established to advance the government's policy priorities in improving patient outcomes and experience for all Victorians.

DH is responsible for the Health and Ambulance Services, Mental Health and Ageing portfolios. We also lead the government's public health response and recovery of the COVID-19 pandemic.

DH will remain at the very heart of Victoria's recovery effort – looking after families and taking care of Victorians' loved ones.

A priority for DH will be to deliver ever-better quality healthcare through continuous improvement. We will have Victorians and clinicians at the center of our reforms, continued leadership from our health service executives, and deeper engagement with our academic partners.

Our ultimate vision is to achieve the best health and wellbeing for all Victorians. We will do this through the creation of a department committed to leading an integrated and continually improving healthcare system for health, mental health and aged care.

Infrastructure Division

The Infrastructure Division is responsible for the planning, delivery, and oversight of health portfolio infrastructure, through the Victorian Health Building Authority. This includes metropolitan, regional, and rural hospitals, community health services, residential aged care and mental health facilities, and ambulance branches across Victoria. Through strong partnerships across government, health services, industry, and Victorian communities, we provide innovative and sustainable infrastructure solutions to ensure our health system meets the current and future needs of all Victorians.

The Division provides health services leadership for precincts development, insight around provision of safe, healthy, and positive places, and influence on metropolitan and regional priorities.

The Division leads the department's relationships with agencies such as the Department of Jobs Precincts and Regions and Infrastructure Victoria to improve the health and wellbeing of Victorians, attract investment, leverage jobs growth through capital investment and create vibrant places for now and in the future.

Victorian Health Building Authority

The Victorian Health Building Authority (the Authority) is a recognised leader in the origination, planning and delivery of social infrastructure projects for Victoria; and is responsible for the Victorian Government's multi-billion-dollar health infrastructure program comprising \$16.6 billion in managed assets and \$7.84 billion of funded infrastructure committed and/or being delivered.

With this significant financial responsibility, the Authority has a keen focus on boosting efficiency and innovation in the planning, management and delivery of infrastructure to meet the needs of our growing population, so Victorians have access to safe and modern health infrastructure and equipment to ensure the highest quality healthcare.

The Authority's track record, recent implementation of both a best-practice Program Management Office and an integrated Communications and Engagement unit, together with national recognition for our High Value High Risk / Public Private Partnership projects, establishes the Authority as a centre of infrastructure project management expertise.

Our aim is to deliver world-class services and facilities to ensure Victoria continues to be one of the most liveable places in the world, now and for generations to come.

Role of unit: Communications & Engagement

The Communications and Engagement Unit is a strategic function that leads the delivery of communications, community engagement, digital engagement, stakeholder relations and creative content development for the Victorian Health Building Authority (the Authority). It's our role to help the Authority tell a clear, compelling and consistent story.

We provide a wide range of services, including:

- internal and external communications
- media relations
- digital and social media services (content development, publishing and design)
- creative services (video production, graphic design, animation)
- management of advertising campaigns
- stakeholder and community engagement advice and implementation
- strategic advice and implementation of events.

Through effective and strategic communications, we enable Victorians to better understand and access the services and support the department provides.

Key accountabilities

Operating at value range 1, you will:

1. Develop and implement effective communication and engagement strategies that deliver strong project and community outcomes.
2. Lead the planning and delivery of a range of stakeholder and community engagement events and activities.
3. Proactively promote projects at key milestones and identify appropriate media and event opportunities.
4. Identify and manage project-related risk and issues, providing authoritative advice on how to manage risks and developing mitigation strategies.
5. Prepare high quality and timely communication materials to support the delivery of projects, including stakeholder newsletters, website content and media releases.
6. Build and maintain effective relationships with internal and external stakeholders, including internal project teams, health services and community groups.
7. Create post-engagement analysis reports including key themes of community interest, participant feedback and incorporate learning opportunities into future community engagement activities.
8. Keep accurate and complete records of your work activities in accordance with legislative requirements and the department's records, information security and privacy policies and requirements.
9. Take reasonable care for your own health and safety and for that of others in the workplace by working in accordance with legislative requirements and the department's occupational health and safety (OHS) policies and procedures.
10. Demonstrate how the actions and outcomes of this role and work unit impact clients and the department's ability to deliver, or facilitate the delivery of, effective support and services.

Operating at value range 2, you will perform all the above together with increasing involvement to:

1. Operate within increased level of autonomy and accountability in delivering within broad strategic directions.
2. Provide professional leadership and guidance.
3. Make decisions that establish precedents.
4. Manage stakeholders through effective negotiation and influence.
5. Manage cross-functional delivery of departmental policies and services impacted by sensitive and complex issues.

Key selection criteria

Technical expertise

- N/A

Knowledge and skills

1. **Planning and organisation:** sets clearly defined objectives and priorities and operates accordingly, reviewing and adjusting as required; identifies processes, tasks and resources required to achieve a goal; establishes systems and procedures to guide work and track progress; recognises actual and potential barriers and finds effective ways to deal with them.
2. **Service excellence:** identifies and responds to clients' underlying needs; uses understanding of the client or stakeholder's organisational context to tailor services and ensure a high quality response; looks beyond the obvious to provide outstanding levels of service; constructively deals with service issues that arise in a timely manner; effectively manages risks to service delivery.
3. **Written communication:** prepares complex briefs, letters, emails and reports using clear, concise and grammatically correct language; edits written communications to ensure they contain the information necessary to achieve their purpose and meet audience needs; ensures appropriate style and formats are used.
4. **Self-management:** invites feedback on own behaviour and impact; uses new knowledge or information about self to build a broader understanding of own behaviour and the impact it has on others; understands strong emotional reactions and seeks ways to more effectively manage them.

Personal qualities

1. **Creativity and innovation:** generates new ideas; draws on a range of information sources to identify new ways of doing things; actively influences events and promotes ideas; translates creative ideas into workplace improvements; reflects on experience and is open to new ways to improve practice.
2. **Detail focus:** observes fine details. Identifies gaps in information; looks for logical sequences of information; highlights practical considerations of plans and activities.
3. **Relationship building:** establishes and maintains relationships with people at all levels; promotes harmony and consensus through diplomatic handling of disagreements; forges useful partnerships with people across business areas, functions and organisations; builds trust through consistent actions, values and communication; minimises surprises.
4. **Teamwork:** cooperates and works well with others in pursuit of team goals, collaborates and shares information, shows consideration, concern and respect for others feelings and ideas, accommodates and works well with the different working styles of others, encourages resolution of conflict within the group

Qualifications

- A tertiary qualification in fields related to communications or associated disciplines would be an advantage.

Important information

The salary range for this position is set out in Schedule B of the *Victorian Public Service Enterprise Agreement 2020*. For further information refer to [Department of Treasury and Finance](https://www.dtf.vic.gov.au/home) (<<https://www.dtf.vic.gov.au/home>>).

The Department of Health's policy stipulates that salary upon commencement is paid at the base of the salary range for the relevant grade. Any above base requests require sign off by an executive delegate and will be by exception only or where required to match the current salary of a Victorian Public Service staff transferring at-level.

Individuals who have received a Voluntary Departure Package from a Victoria Public Service department/agency are ineligible for re-employment for a minimum period of three calendar years from the date of separation.

The department is a key emergency management partner and contributes significantly to Victoria's emergency management arrangements. As part of a whole of government agreement, employees may be required to undertake training in emergency management and support functions during an emergency and may be redeployed to facilitate this need.

The department is committed to providing and maintain a working environment which is safe and without risk to the health of its employees.

Pre-employment checks

All appointments to the Department of Health are subject to reference checks, pre-employment misconduct screening and national criminal records checks. Some positions may also be subject to a 'Working with Children Check'.

Applicants who have lived overseas for 12 months or longer in one country in the last 10 years are required to provide an international policy check. Applicants can obtain this from the relevant overseas police agency – further information can be sought from the Department of Home Affairs website 'character and policy certificate requirements' page. Alternatively, applicants can obtain a check through an organisation which provides international policy checks via an internet search.

Values and behaviours

The Department of Health employees are required to demonstrate commitment to:

The public sector values and behaviours – responsiveness, integrity, impartiality, accountability, respect, leadership and human rights.

Recordkeeping – The department is committed to good record keeping and requires all staff to routinely create and keep full and accurate records of their work-related activities, transactions and decisions, using authorised systems.

Diversity – The department values an inclusive workplace that embraces diversity and strongly encourages applications from Aboriginal people, people with disability, people from the LGBTIQ+ community, and people from culturally diverse backgrounds.

Further information

For further information visit [About the Department of Health](https://www.vic.gov.au/health/about-us) <https://www.vic.gov.au/health/about-us>

To receive this document in another format, [email People and Culture](mailto:careers@dhhs.vic.gov.au) <careers@dhhs.vic.gov.au>.

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In this document, 'Aboriginal' refers to both Aboriginal and Torres Strait Islander people. 'Indigenous' or 'Koori/Koorie' is retained when part of the title of a report, program or quotation.

Available at careers.vic.gov.au <https://careers.vic.gov.au/> and [Jobs and Skills Exchange](https://jse.vic.gov.au) <https://jse.vic.gov.au/>