

POSITION DESCRIPTION



Mercy Values:	Compassion, Hospitality, Respect, Innovation, Stewardship, Teamwork		
Position title:	Head of Communications	Employee name:	Vacant
Entity/Group:	Mercy Health Group Communications	Date:	May 2024
Location:			
Position reports to: Responsible to:	Executive Director Mission, Communications and Stakeholder Relations	Positions reporting to this one:	Direct: Communications Advisors (2); Creative Hub Manager; Communications Assistant. Indirect: 3
Position Purpose:	<p>The Head of Communications is responsible for developing communications that positively positions the Mercy Health brand reputation and conveys clear messaging to intended internal and external individuals or groups.</p> <p>In addition, the incumbent will be accountable for bringing Mercy Health communication efforts to life through strategic planning, execution, and evaluation.</p>		

Qualifications & Requirements:	<p>Seasoned internal and external communications professional, with proven work experience, in a similar head of role, working within a complex and/or highly regulated industry.</p> <p>Degree in public relations, communication, digital media, journalism, marketing, or a similar relevant field.</p> <p>Exceptional copywriting, copy editing and communication skills.</p> <p>An appreciation of working in a Catholic, faith-based culture.</p> <p>Significant experience in the design and execution of both proactive and reactive communication strategies, involving complex issues with multiple stakeholders.</p> <p>Very familiar with leveraging all forms of media, including press releases and digital campaigns, print materials, social media, audio and video and more.</p> <p>The ability to prioritise and manage workloads effectively, but also adapt and respond to emerging issues, short deadlines and other demands or challenges.</p>	
Resource management:	Total staff management (FTE): Annual Operating Expenditure: Annual Capital Expenditure:	4 tbc tbc

Mandatory Organisational Competencies (online)

<ul style="list-style-type: none"> • Anti-bullying & harassment
<ul style="list-style-type: none"> • Cyber security awareness
<ul style="list-style-type: none"> • Discrimination prevention
<ul style="list-style-type: none"> • Orientation
<ul style="list-style-type: none"> • Equity & Inclusion
<ul style="list-style-type: none"> • Infection Control
<ul style="list-style-type: none"> • Emergency Procedures
<ul style="list-style-type: none"> • Respect @ work
<ul style="list-style-type: none"> • Safeguarding essentials
<ul style="list-style-type: none"> • Work Health & Safety

Personal Competencies

- High level of professionalism and ability to maintain confidentiality.
- Enthusiasm, passion, and commitment
- Advanced interpersonal and Relationship management skills
- Ability to work independently and meet deadlines
- Commitment to the mission and values of Mercy Health
- Innovative, creative, and adaptive approach

Key Responsibilities

Key Result Areas	Key Activities	Standard Measures
Team Leadership and Management	<ul style="list-style-type: none"> • Provide leadership, direction, and guidance to the communications and creative team, fostering a collaborative and innovative work environment. • Set clear goals, objectives, and performance expectations for team members, and regularly review performance and provide feedback. • Coordinate workload distribution, prioritise tasks, and ensure deadlines are met effectively. • 	<ul style="list-style-type: none"> • Feedback on team productivity, creativity, collaboration, and employee satisfaction.
Stakeholder Relationship & Community Liaison	<ul style="list-style-type: none"> • Manage the relationship with external agencies including website agency and creative agencies. • Proactively develop and maintain a network of internal relationships to source content and increase internal and external engagement through various channels and innovative approaches. • Cultivate positive relationships with individuals, businesses, and community organisations supporting Mercy Health. • Establish and facilitate communication between different community groups, organisations, and government/regulatory bodies. 	<ul style="list-style-type: none"> • Accurately ascertain costs, advising internal clients of related expenditure, and seek their acceptance of those costs. • Feedback from peers and leadership groups confirms effective relationship management, sound time management and project management skills, and the ability to optimise content.

Key Result Areas	Key Activities	Standard Measures
Communications strategy & Planning	<ul style="list-style-type: none"> • Set the direction that Mercy Health wants to take in terms of how, when, and why Mercy Health communicates with its target audiences. • Identify, drive, and implement external communications and topical content to support and profile Mercy Health. • Maintain high standards of accuracy and currency of information; and project a contemporary and lively image for Mercy Health. • Deploy data-driven communication strategies across various channels, including face-to-face, online, video, and social media. • Conduct quality control on all communications and coach & develop a team of communication professionals. • Assist Executive & Board members in developing presentations, speeches, and other important corporate messages. • Plan and implement communication activities to promote Mercy Health’s reputation as an employer of choice. • Utilise data and business intelligence to evaluate communication strategies and enhance audience engagement. • Participate in relevant sector and industry functions and events to keep on top of trends and best practice. • Support Foundation strategies and initiatives. • Lead the development, implementation, and monitoring of communication policies and procedures. 	<ul style="list-style-type: none"> • Audience Engagement Score: level of engagement (likes, shares, comments, etc.) on Mercy Health's communication platforms. • Outcome of regular assessments/surveys to gauge the quality and relevance of content produced against predetermined criteria.

Key Result Areas	Key Activities	Standard Measures
Public Relations	<ul style="list-style-type: none"> • Collaborate with Public Relations & Events Manager to meet operational and strategic goals. • 	<ul style="list-style-type: none"> • Outcome of regular surveys or sentiment analysis that assess public perception and attitudes towards Mercy Health, its services, and its role in the community.
Internal Communication	<ul style="list-style-type: none"> • Identify, drive, and implement internal communications and topical content to support and profile Mercy Health. • Manage internal communication channels, including Group CEO positioning. • Oversee the delivery of internal campaigns i.e., workday, EVP etc. 	<ul style="list-style-type: none"> • The extent to which internal communication campaigns achieve their intended objectives, such as increasing awareness, driving engagement, or fostering a sense of belonging. • Employees' perception of the GCEO's communication style, frequency, and transparency.
Content & Website management	<ul style="list-style-type: none"> • Lead the content strategy, development, and implementation of a broad range of content across internal, digital, and social platforms. • Proofread, edit, and improve the quality of stories, work, or articles. • Source, create and curate an array of content, written, photography, videos for website and other platforms to support Search Engine Optimisation. • Lead the team responsible for planning, organising, establishing, and publishing content on the Mercy Health website • Plan and manage content updates to the websites across the organisation. • Oversee the production of technical information-based material and documentation for articles, manuals, handbooks, or multimedia products. • Create content for speeches as required. • Develop actionable insights from web analytics and tools to monitor site traffic. • Optimise the user experience on Mercy Health's website. • Working with Healthy Ageing Marketing develop the optimisation, improvements, planning, and projects of the website. 	<ul style="list-style-type: none"> • Percentage increase in website traffic over time. • Rating from internal stakeholders on the quality and effectiveness of content produced.

Key Result Areas	Key Activities	Standard Measures
Brand	<ul style="list-style-type: none"> • Manage the brand's strategic direction, ensuring brand consistency and integrity across all touchpoints, and maximising brand visibility and impact through effective management of branded materials and campaigns. 	<ul style="list-style-type: none"> • Increased level of awareness and recognition of the Mercy brand among target audiences from surveys, market research, or brand tracking studies. • Extent to which branded products, marketing collateral, and communications adhere to brand guidelines and standards.
Social media	<ul style="list-style-type: none"> • Lead the team to source, create, implement, and monitor all social media content. • Oversee and manage all social media channels to optimise online presence and brand reputation. • Oversee the development of a social media calendar. 	<ul style="list-style-type: none"> • An increase in social media engagement determined by $\frac{\text{New Followers} - \text{Lost Followers}}{\text{Total Followers}} * 100\%$
Digital & graphic design	<ul style="list-style-type: none"> • Oversee the delivery of visual and interactive elements for digital platforms such as the Mercy Health website, mobile apps, user interfaces, and multimedia presentations, including user experience (UX) design, user interface (UI) design, motion graphics, and more. 	<ul style="list-style-type: none"> • User satisfaction with the visual and interactive elements delivered for digital platforms, such as the Mercy Health website, mobile apps, and user interfaces.
Risk management	<ul style="list-style-type: none"> • Identify potential reputational issues relating to communications activities and escalating concerns to the Executive Director Communications and Mission where appropriate. 	<ul style="list-style-type: none"> • Risks are identified, assessed, and are responded to or escalated in a timely fashion.
Project & event participation	<ul style="list-style-type: none"> • Contribute to work across the organisation where necessary and participate in cross-functional project teams. This means while there will be portfolio areas of focus, support will be required on other topics from time to time, as requested by the Executive Director. 	<ul style="list-style-type: none"> • Peer feedback, project evaluations
Work Health & Safety	<ul style="list-style-type: none"> • Takes reasonable care to protect the health and safety of themselves, fellow staff, and others in the workplace. • Complete incident reports • Elect and support health and safety representatives • Contribute to risk assessments • Participate in training and meetings regarding safety. 	<ul style="list-style-type: none"> • Reports hazards, near misses and injuries immediately • Uses personal protective equipment • Comply with risk management policies and procedures and instruction • Attend all safety meetings and training sessions.

Key Result Areas	Key Activities	Standard Measures
Mercy Health Values <ul style="list-style-type: none"> • Demonstrates and upholds the Values and Mission of Mercy Health. 	<ul style="list-style-type: none"> • Values of Mercy Health are incorporated into daily work practices for all staff. 	<ul style="list-style-type: none"> • Be compassionate and provide support to staff and customers • Consistently shows respect and values each person's dignity • Seeks opportunities to be innovative for improvement • Communicates openly and honestly as an effective team member.

Employee's Signature: _____

Date: _____

Print Name: _____

Line Manager Signature: _____

Date: _____

Print Name: _____