

# POSITION DESCRIPTION

## Communications and Content Advisor



Mercy Health

Care first

<b>Mercy Values:</b>	Compassion, Hospitality, Respect, Innovation, Stewardship, Teamwork		
<b>Position title:</b>	Communications Advisor, Health Services	<b>Employee name:</b>	
<b>Entity/Group:</b>	Mercy Health Group Communications	<b>Date:</b>	May 2024
<b>Location:</b>	Richmond	<b>Positions reporting to this one:</b>	None
<b>Position reports to:</b>	Head of Communications		
<b>Responsible to:</b>			
<b>Position Purpose:</b>	<p>The Communication Advisor delivers the communication strategy and content in support of Mercy Health’s communication and engagement priorities, with a particular focus on Health Services/Healthy Ageing &amp; Support Services.</p> <p>The role contributes to the overall Mercy Health brand by identifying, driving and implementing external and internal communications and topical content to support and profile Mercy Health.</p>		
<b>Qualifications &amp; Requirements:</b>	A degree qualification in public relations, communication, journalism, marketing, English or a similar relevant field. demonstrated successful track record in communications and experience in medical/health writing highly desirable.		
<b>Resource management:</b>	<b>Total staff management (FTE):</b> <b>Annual Operating Expenditure:</b> <b>Annual Capital Expenditure:</b>	NA	

<b><i>Mandatory Organisational Competencies (online)</i></b>
• Anti-bullying & harassment
• Cyber security awareness
• Discrimination prevention
• Orientation
• Equity & Inclusion
• Infection Control
• Emergency Procedures
• Respect @ work
• Safeguarding essentials
• Work Health & Safety
<b><i>Personal Competencies</i></b>
• 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
• Problem solving
• Innovative, creative and adaptive approach
• Strong team player with the ability to work collaboratively with cross-functional teams, project managers and external suppliers.
<b><i>Job Competencies</i></b>
• Developed project management and organisational skills
• Identifies and responds to stakeholders' underlying needs and uses understanding of the client or stakeholder's organisational context to tailor communications activities.
• Risk identification skills – identifying and escalating concerns as they arise
• Strong creative and technical writing ability for a variety of mediums and in various styles, with a particular focus on distilling complex content into engaging narratives.
• Strong editing and proofreading to ensure accuracy and consistency.
• Brings a sense of creativity to the role, generates new ways of communicating
• Comprehensive understanding of contemporary social media and digital trends
• Strong interpersonal skills to work effectively with colleagues, stakeholders, and communications contacts.
• Demonstrated advanced computer literacy

<b>Key Result Areas</b>	<b>Key Activities</b>	<b>Standard Measures</b>
<b>Communications strategy &amp; content</b>	<ul style="list-style-type: none"> <li>• Deliver communication strategies for Health Services/Healthy Ageing &amp; Support Services on key priority areas, aligned to the overall communication strategy.</li> <li>• In partnership with other members of the communications team, write and edit various forms of content, including articles, speeches, newsletters, blog posts, and social media updates.</li> <li>• Ensure all content is clear, engaging, and aligned with Mercy Health’s brand voice and messaging guidelines.</li> <li>• Identify opportunities and issues and develop action plans to expand on opportunities, solve problems and/or mitigate issues</li> <li>• Play an active role in determining the content strategy, development and implementation a broad range of content across internal, digital and social platforms, and establishing clear expectations for tone of voice for social media.</li> <li>• Proactively develop and maintain a network of contacts to source content and increase internal and external engagement through various channels and innovative approaches.</li> <li>• Maintain high standards of accuracy and currency of information; and project a contemporary and lively image for Mercy Health.</li> </ul>	<ul style="list-style-type: none"> <li>• Accurately ascertain costs, advising internal clients of related expenditure, and seeks their acceptance of those costs.</li> <li>• Feedback from leadership groups confirms effective relationship management, sound time management and project management skills, compelling content creation, and the ability to optimise content.</li> </ul>
<b>Internal Communication</b>	<ul style="list-style-type: none"> <li>• Develop and implement internal communication strategies to keep employees informed and engaged.</li> <li>• Create content for internal newsletters, emails, intranet, and other internal communication platforms as required</li> </ul>	<ul style="list-style-type: none"> <li>• The extent to which internal communication campaigns achieve their intended objectives, such as increasing awareness, driving engagement, or fostering a sense of belonging.</li> </ul>

<b>Key Result Areas</b>	<b>Key Activities</b>	<b>Standard Measures</b>
<b>Social media</b>	<ul style="list-style-type: none"> <li>Contribute to the development of, and implement strategies to grow social media engagement</li> </ul>	<ul style="list-style-type: none"> <li>An increase in social media engagement.</li> </ul>
<b>Measurement and reporting</b>	<ul style="list-style-type: none"> <li>Monitor and evaluate the effectiveness of communication strategies and campaigns.</li> <li>Use metrics and analytics to measure the impact of communications efforts and provide reports to senior management.</li> <li>Adjust strategies based on feedback and performance data to improve future communications.</li> </ul>	<ul style="list-style-type: none"> <li>Regular reports that detail engagement metrics across different platforms and channels.</li> </ul>
<b>Advisory</b>	<ul style="list-style-type: none"> <li>Provide strategic communication advice to the Head of Communications, senior management and other departments.</li> <li>Advise on the public relations implications of Mercy Health policies, programs, and practices.</li> </ul>	<ul style="list-style-type: none"> <li>Conduct regular surveys among the Head of Communications, senior management, and other departments to gauge satisfaction with the advice provided. Aim for high satisfaction scores (e.g., 8 out of 10 or higher).</li> </ul>
<b>Risk management</b>	<ul style="list-style-type: none"> <li>Identify potential reputational issues relating to communications activities and escalating concerns to the Media Manager and/or Executive Director Communications and Stakeholder Relations, where appropriate.</li> </ul>	<ul style="list-style-type: none"> <li>Risks are identified, assessed and are responded to or escalated in a timely fashion.</li> </ul>
<b>Photography</b>	<ul style="list-style-type: none"> <li>Photographs events and interview subjects as required</li> <li>Source and liaise with external photographers as required</li> <li>Utilise digital asset management system for storage and use of images/video and related information</li> </ul>	<ul style="list-style-type: none"> <li>Provides photography when required</li> <li>Ability to undertake digital asset management cataloguing</li> </ul>
<b>Project &amp; event participation</b>	<ul style="list-style-type: none"> <li>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</li> </ul>	<ul style="list-style-type: none"> <li>Peer feedback, project evaluations</li> </ul>

<b>Key Result Areas</b>	<b>Key Activities</b>	<b>Standard Measures</b>
	time, as requested by the Executive Director.	
<b>Work Health &amp; Safety</b> Takes reasonable care to protect the health and safety of themselves, fellow staff and others in the workplace.	<ul style="list-style-type: none"> <li>• Complete incident reports</li> <li>• Elect and support health and safety representatives</li> <li>• Contribute to risk assessments</li> <li>• Participate in training and meetings regarding safety.</li> </ul>	<ul style="list-style-type: none"> <li>• Reports hazards, near misses and injuries immediately</li> <li>• Uses personal protective equipment</li> <li>• Comply with risk management policies and procedures and instruction</li> <li>• Attend all safety meetings and training sessions.</li> </ul>
<b>Mercy Health Values</b> Demonstrates and upholds the Values and Mission of Mercy Health.	<ul style="list-style-type: none"> <li>• Values of Mercy Health are incorporated into daily work practices for all staff.</li> </ul>	<ul style="list-style-type: none"> <li>• Be compassionate and provide support to staff and customers</li> <li>• Consistently shows respect and values each person's dignity</li> <li>• Seeks opportunities to be innovative for improvement</li> <li>• Communicates openly and honestly as an effective team member.</li> </ul>

**Employee's Signature:** \_\_\_\_\_

**Date:** \_\_\_\_\_

**Print Name:** \_\_\_\_\_

**Line Manager Signature:** \_\_\_\_\_

**Date:** \_\_\_\_\_

**Print Name:** \_\_\_\_\_