

JOB AND PERSON SPECIFICATION

1. POSITION DETAILS			
Position Title	My Health Record Regional Communications Coordinator	Date Approved	
Portfolio	Data, Quality and Support	Status of Employment	Contract position up to 30 December 2018
2. POSITION CONTEXT			
Organisational overview	Why We Exist To connect the Primary Health Care system and improve the health and wellbeing of our community.		
	Our Team Values <ul style="list-style-type: none"> • We actively listen and communicate with empathy and respect. • We do what we say we will do. • We take time to build relationships. • We deliver work to high standards for best possible outcomes. • We find ways to communicate and collaborate within and across teams, to ensure a shared understanding. • We undertake our roles with a positive, can do attitude and genuine desire to help each other • We are resourceful and solution focused. 		
Job purpose statement	My Health Record My Health Record (MyHR) is a secure online summary of a person's health information. This person controls what goes into it, and who is allowed to access it. It enables healthcare information to be shared with your doctors, providers, hospitals and other healthcare providers. APHN is supporting the Australian Digital Health Agency (the Agency) to implement change that means all Australia will be automatically enrolled in MyHR with the option to opt out if they choose.		
	Job statement The MyHR Regional Communications Coordinator will be tasked with designing the communication and media engagement plan for the South Australia and Northern Territory region. The plan will demonstrate how the role will engage with the community through a variety of channels to raise awareness of the MyHR expansion in 2018. The MyHR Regional Communications Coordinator will work closely with each PHN in South Australia and the Northern Territory to achieve objectives, as well as the Agency's My Health Record communications team.		
	The Agency will provide a national communications strategy, which will inform the development of the South Australia and the Northern Territory Regional Communications Strategy. The regional plan will take into account the demographics of the SA/NT region, including any vulnerable or priority groups that need to be prioritised to achieve high consumer awareness. The Agency will also provide creative collateral to support activities, but you will be expected to identify any custom collateral requirements and provide ongoing feedback on their effectiveness.		
Relationships	General Practice, Primary Health Care providers, Community		

Reporting	Reports to: <ul style="list-style-type: none"> Executive Manager Data, Quality and Support
Line management responsibility	N/A
Special conditions	<ul style="list-style-type: none"> Some out of hours' work may be required. Intrastate and interstate travel may be necessary. Must possess a current Driver's Licence & insurance and prepared to use own vehicle. Must maintain a current Police clearance. APHN is a smoke free workplace. Participate in Performance Review & Development process.

3. ESSENTIAL MINIMUM CAPABILITIES

Skills and abilities	<ul style="list-style-type: none"> A passion and commitment to improving primary health outcomes within our community. Ability to support APHN objectives to deliver outcomes within a tight timeframe and displaying behavioural flexibility. Demonstrated ability to work as a member of teams and across multi-disciplinary teams with competing priorities. Exceptional communications skills and proven ability to develop relationships and work collaboratively. Ability to multitask and work to deadlines. Excellent attention to detail and experience meeting a range of reporting requirements.
Experience	<ul style="list-style-type: none"> Experience in similar roles, including specifically demonstrated skills in developing and implementing communications and media engagement strategies that reach a variety of target audiences Exceptional verbal and written communication skills, able to explain concepts in an accessible manner.
Knowledge	<ul style="list-style-type: none"> Social media principles and platforms. Demonstrated knowledge about communications and public relation management in the health industry.
Qualifications:	<ul style="list-style-type: none"> Tertiary qualifications and/or experience in Marketing, Communications, Stakeholder Engagement, Journalism or Public Relations.

4. DESIRABLE CHARACTERISTICS

Attributes/experience	<ul style="list-style-type: none"> A sense of humour. Demonstrated understanding of the primary health care sector and its role within the Australian health system; Experience in implementing large public health programs and understanding of issues that may adversely affect the government and corporate reputations; Experience managing budgets and project reporting
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5. ORGANISATIONAL REQUIREMENTS

Compliance	<ul style="list-style-type: none"> Employees must support the aims and objectives of APHN through understanding and implementation of the APHN Strategic Plan and Objectives. Be aware of and adhere to APHN's policies and procedures. Display a commitment and passion for APHN Values.
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1. KEY RESULTS, ACCOUNTABILITIES AND PERFORMANCE INDICATORS

Key Result Area	Accountabilities and Outcomes <i>(What is to be achieved – responsibilities and duties)</i>	Key Performance Indicator <i>(This is the measurement criteria for how each accountability/responsibility is achieved)</i>
Capacity building	1. Supporting the development and execution of the regional My Health Record media relations activities.	1. Establish and implement as agreed upon with the Agency's Communications Team a SA&NT PHN Regional Communications strategy. 2. Success of the media strategy in accordance with the agreed framework.
	2. Supporting local PHNs in South Australia and the Northern Territory to engage with local consumer groups and undertaking activities at local events.	2. Number of consumer events or local events that have been supported.
Effective engagement and partnership	1. Establishing and maintaining strong relationships with the Agency's My Health Record communications team, all South Australia and the Northern Territory PHNs and other key stakeholders.	1. Actively participate in meetings and/or teleconference as directed by the Agency's My Health Record communications team and/or SA/NT PHNs 2. Support the ongoing establishment and maintenance of relationships with PHNs and Stakeholders.
Integration	1. Identifying, developing and implementing an effective regional plan utilising multiple channels for key media placement opportunities to reach consumers across a variety of audiences.	1. Media strategy that meets the requirements of the Agency for the region. 2. Contribution to development and production of video content of local champions and good news stories.
Quality effectiveness and efficiency	1. Budget management and project reporting.	1. Actively participate in budget management and project reporting as directed by the Agency and/or PHNs.
	2. Adhering to the Agency's communications strategy and style guide.	2. All communications are distributed as per the Agency's communications strategy and meet the style guidelines set out by the Agency.
Innovation design	1. Supporting the broader communication and engagement activities of the My Health Record PHN teams as required.	1. Actively support the PHN My Health Record teams with communication and engagement activities as required and assist with ensuring communications and activities are in line with the PHN communication plans and Agency guidelines.
Information management	1. Reporting data from activities, using evaluation and information feedback channels provided by the Agency.	1. Ensure all data from activities are recorded as per the agreed reporting process. 2. Accurate records are maintained and reported upon utilising the Agency's evaluation and information feedback channels.

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	2. Responding to routine inquiries, including identifying potential issues.	2. Timely response to inquiries and resolutions as applicable. appropriate escalation and follow up of issues that require support and/or further information from the Agency.
Communication and marketing	1. Supporting media management in line with Agency policies.	1. Actively contribute to the support of Media management as per the Agency's policies.
	2. Modifying, editing, placing media releases, editorial content and presentations.	2. Support local communications teams with all aspects of communications as required and ensure relevant state based messaging and consistent messaging across SA and NT.

2. ACKNOWLEDGEMENT AND APPROVAL

Key results and accountabilities for this position should not be considered definitive. Accountabilities and outcomes may be added, deleted or modified, in consultation with staff as necessary. Job & Person Specifications will be reviewed in line with Performance Review & Development Appraisals unless required earlier.

ACKNOWLEDGED BY EMPLOYEE:		Date:	Signature:
APPROVED BY CEO:	Deb Lee	Date:	Signature: