

## Position Description

Position Title	Corporate Affairs Officer
Position Number	30028007
Division	Corporate and Community Affairs
Department	Corporate and Community Affairs
Enterprise Agreement	Health and Allied Services, Managers and Administrative Workers (Victorian Public Sector) (single interest employers) enterprise agreement 2021-2025
Classification Description	Administrative Grade 3
Classification Code	HS3
Reports to	Director, Corporate Affairs
Management Level	Non Management
Staff Capability Statement	Please click here for a link to <a href="#">staff capabilities statement</a>

## Bendigo Health

With more than 5000 staff and volunteers and covering an area a quarter of the size of Victoria, Bendigo Health, is an expanding regional health service offering the advantages of city life combined with the beauty and freedom that comes from living in a regional area.

Bendigo Health is a 778-bed service that treats more than 57,000 inpatients, triages more than 60,000 emergency attendees and welcomes more than 1,700 new born babies in a year.

In addition, more than 17,000 operations are performed in our operating theatres and more than 100,000 occasions of services are provided in our clinics to outpatients.

The organisation provides services in emergency, maternity, women's health, medical imaging, pathology, rehabilitation, community services, residential aged care, psychiatric care, community dental, hospice/palliative care, cardiology, cancer services and renal dialysis to the people of the Loddon Mallee region.

With our main campus based in Bendigo, our services extend throughout the Loddon Mallee with sites in areas such as Mildura, Echuca, Swan Hill, Kyneton and Castlemaine.

Demand on services is increasing rapidly with Bendigo being one of Victoria's fastest growing regional cities.

## Our Vision

Excellent Care. Every Person. Every Time.

## Our Values

CARING – We care for our community

PASSIONATE – We are passionate about doing our best

TRUSTWORTHY - We are open, honest and respectful

All staff at Bendigo Health should have, or aspire to the personal qualities, knowledge and skills as described in the Bendigo Health Staff Capabilities Statement. Refer to link at top of page.

## The Strategy and Community Affairs Division

Strategy and Community Affairs includes Strategy and Governance, Corporate Affairs, Fundraising and Volunteer Services.

All four teams work to advance the organisation's key priorities, values and vision.

Areas of focus include:

- Strategic Planning
- Co-ordination of Governance and Board reporting
- Internal and external communications
- Media management
- Government relations
- Fundraising
- Management of the volunteer program

Together, they support the entire organisation in their pursuit of *Excellent Care. Every Person. Every Time.*

## The Corporate and Community Affairs Department

The Corporate Affairs Team in consultation with the Chief Executive Officer and Chief Strategy and Community Affairs Officer are responsible for the development and implementation of the communications, media and engagement plans and activities that build the profile and enhance the brand of Bendigo Health, both internally with staff and externally within the broader community.

Core functions of the team include:

- Media Liaison: Promoting our services in the media and responding to media inquiries
- Social Media Management: Overseeing Bendigo Health's social media channels
- Website and Intranet: Providing the content for the Bendigo Health website and intranet
- Internal Communication: Managing the staff bulletin, display screens, and intranet
- Patient Communication: Overseeing the Patient Entertainment System, public displays and patient information brochures
- Public Health Communication: Collaborating with the Loddon Mallee Public Health Unit to provide health information for the region
- Government and Stakeholder Liaison: Engaging with key stakeholders and government and department personnel
- Graphic Design and Brand Management: Ensuring consistent visual branding across all platforms
- Photography: Capturing photos for use in communications materials
- Publications: Drafting publications, including the Bendigo Health Annual Report
- Event Management: Organising and coordinating key events for the organisation

## Position Summary

The Corporate Affairs Officer will support the Corporate Affairs team in strengthening the Bendigo Health brand both internally among staff and externally across the broader community.

This role contributes to internal and external communication activities and is central to the success of a wide range of organisational projects and initiatives.

The position is responsible for developing and delivering effective communication strategies for projects such as infrastructure development, clinical service improvements, recruitment campaigns, and staff engagement programs.

Additionally, the role plays a key part in enhancing Bendigo Health's digital presence, particularly through increased social media engagement.

This position reports directly to the Director, Corporate Affairs.

## Key Responsibilities

- Develop and deliver high-impact communication plans for Bendigo Health projects including (but not limited to):
  - Infrastructure developments
  - Clinical service improvements
  - Recruitment and staff engagement initiatives
- Strengthen social media engagement and expand the organisation's reach across digital channels.
- Organise and coordinate high-profile internal and external events, including those involving State and Federal Government representatives.
- Manage and maintain content across Bendigo Health's intranet and public-facing websites.
- Participate in staff development and ongoing training.
- Provide communications support to special projects and internal campaigns as needed.

## Generic Responsibilities

**Code of Conduct** - The Victorian Government's Code of Conduct is binding on all Bendigo Health staff. Contravention of a provision in the code may constitute misconduct and/ or regarded as a breach of the employee's employment agreement and will be dealt with under the organisations Counselling and Disciplinary Action Policy.

**Compliance with policies and procedures** - All Bendigo Health's policies and procedures are set out in its clinical and managerial policy manuals located on the intranet under PROMPT and in hard copy. All staff must ensure they comply with policies, procedures and standard ways of work practices when carrying out their work. Any breach in compliance may result in disciplinary action.

**Occupational Health and Safety** - Every staff member has the responsibility to take reasonable care of their own health and safety and the safety of others, to cooperate with Bendigo Health's OH&S policies and to participate in appropriate safety education and evaluation activities. All staff are expected to participate in reporting any health, safety and wellbeing issues. Any breach in compliance may result in disciplinary action. All staff must complete mandatory training and competencies as per the Bendigo Health Mandatory Training and Required Learning Policy.

**Infection Control** - Every staff member has the responsibility to minimise incidents of infection/ cross infection of residents, staff, visitors and the general public. All staff must adhere to the policies and procedures as set out in Bendigo Health's infection control manuals. Any breach in compliance may result in disciplinary action.

**Confidentiality** - All information concerning Bendigo Health, its patients, clients, residents and staff should remain strictly confidential. Any unauthorised disclosure of such information may result in disciplinary action.

**Quality Improvement** - Bendigo Health is dedicated to improving the quality and safety of health services by providing care within the following domains of quality: Consumer Participation, Clinical Effectiveness, Effective Workforce and Risk Management. As a result, we apply the concept of the quality cycle for all our quality activities, initiatives and projects thereby ensuring the best possible care and treatment results are achieved. The underlying principle of the cycle is that an activity is not complete until evaluation shows that it has been effective and reached the desired outcome. As a Bendigo Health employee you have a responsibility to participate in and commit to ongoing quality improvement activities using the framework of the NSQHSS (National Safety and Quality Health Service Standards).

**Diversity** – Each person has a right to high-quality health care and opportunities regardless of diversity factors, which might include aspects such as cultural, ethnic, linguistic, religious background, gender, sexual orientation, age and socio-economic status. Every staff member has a responsibility to recognise and respect diversity. Inclusiveness improves our service to our community and promotes engagement amongst staff.

Employees are required to carry out lawful directions outlined above or delegated to them. The work to be performed is set out in this position description and, where relevant, any professional standards and codes of conduct and ethics issued by the relevant professional association.

## Key Selection Criteria

### *Essential*

- 1- Relevant tertiary qualification in Communications, Marketing, Public Relations, or a related field; or minimum of three years' experience in a similar professional role.
- 2- Demonstrated ability to design and deliver communication strategies for large-scale projects.
- 3- Proven experience in managing and growing social media engagement for an organisation.
- 4- Experience in planning and delivering events, particularly media and government-related events.
- 5- Proficiency in Content Management Systems (CMS) for both intranet and public websites.

### *Desirable*

- 6- Strong time management skills with the ability to prioritise and deliver across multiple projects.
- 7- Self-motivated with a proactive approach to work.
- 8- Excellent interpersonal and written communication skills

## Mandatory Requirements

**National Police Record Check** A current and satisfactory National Police Record Check must be completed by all new staff prior to commencement at Bendigo Health.

**Immunisation** As a health provider dedicated to providing quality patient care, we all need to be aware of the critical importance of infection control. Each staff member has a responsibility to comply with Bendigo Health's Staff Immunisation Policy and various infection control policy and procedures. All staff are required

to provide evidence of vaccinations prior to commencement at Bendigo Health.

**Drivers Licence** A current Victorian driver's licence is required for this position.

*All Bendigo Health sites, workplaces and vehicles are smoke free.*

*This position description is intended to describe the general nature and level of work that is to be performed by the person appointed to the role. It is not intended to be an exhaustive list of all responsibilities, duties and skills required. Any elements of this document may be changed at Bendigo Health's discretion and activities may be added, removed or amended at any time.*