

# Position Description

<b>Position Title</b>	Digital Communications Officer
<b>Position Number</b>	<a href="#">30027856</a>
<b>Division</b>	Coporate and Community Affairs
<b>Department</b>	Corporate and Community Affairs
<b>Enterprise Agreement</b>	health and allied services, managers and administrative workers (victorian public sector) (single interest employers) enterprise agreement 2021-2025
<b>Classification Description</b>	<a href="#">Administrative G3 L1</a>
<b>Classification Code</b>	HS3
<b>Reports to</b>	Director Corporate Affairs
<b>Management Level</b>	Non Management
<b>Staff Capability Statement</b>	Please click here for a link to <a href="#">staff capabilities statement</a>

## Bendigo Health

With more than 4,500 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 700 bed service that treats more than 45,000 inpatients, triages more than 65,000 emergency attendees and welcomes more than 1,600 new born babies in a year. In addition more than 15,000 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 encompasses strategy, governance, corporate affairs, fundraising and volunteer services. These four teams work collaboratively to advance Bendigo Health's key strategic priorities, and organisational vision and values. Their focus areas include strategic planning, business development, internal and external communications, fundraising appeals, stakeholder engagement, management of the volunteer program, and coordination of governance and mandated reporting. Together, they promote the brand of Bendigo Health, supporting the organisation in its pursuit of high-quality care.

## 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

## The Position

Through utilising their design skills, the Digital Communications Officer will support the Corporate Affairs team enhance the brand of Bendigo Health internally with staff and externally within the broader community.

This role will support Bendigo Health's internal and external communication activities.

The Digital Communications Officer will manage and maintain Bendigo Health's intranet and website, the hospital's internal display screens, and will be tasked with creating a range of Corporate and social media marketing material in line with the Bendigo Health brand.

The role will report to the Director, Corporate Affairs.

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## Responsibilities and Accountabilities

### Key Responsibilities

- Prepare, draft and edit Bendigo Health publications as required. These include; the Bendigo Health Annual report, Bendigo Health Strategic Plan, internal and external brand documents, advertising materials.
- Design Bendigo Health's monthly internal newsletter.
- Plan, create and produce content for Bendigo Health's social media channels.
- Design social media tiles and collateral that is consistent with the Bendigo Health brand.
- Responsible for content management on the Bendigo Health intranet and internet sites.
- Maintain and update content on Bendigo Health's internal display screens at the hospital site.
- Prepare analytics reports for Board and Executive meetings.
- Participate in staff development and training as required.
- Support special projects and duties as required.
- Support internal communication projects as required.

## 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.

**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

- A qualification in design or equivalent industry experience, including extensive experience in using the adobe suite and Canva.
- Experience in using Content Management System platforms for intranet and websites.
- Demonstrated skills in designing social media collateral and content.
- Extensive experience using Microsoft Office Suite.

## Desirable

- Demonstrated ability to work to deadlines across multiple tasks.
- Demonstrated high levels of motivation, personal initiative and self-management.
- Demonstrated excellent interpersonal and communication skills (oral and written).

# 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.

**Immisation** 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

*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.*