






Senior Communications and Marketing Officer

Department:	Strategic Operations
Location:	Cairns/Townsville/Mackay
Position type:	Full-time – 6 months
Classification:	Level 7
Reports to:	Communications and Marketing Manager
Direct reports:	Nil

Our values

	Values statements	Core commitments
 Collaboration	<p>We connect co-operatively across boundaries to share ideas and achieve our goals together.</p> <p>'We work together'</p>	<p>I will work co-operatively across teams to achieve outcomes.</p> <p>I will connect with others to build trusting relationships.</p> <p>I will share ideas, knowledge, and resources.</p>
 Leadership	<p>We are empowered, inspired, and will step up to create a better future.</p> <p>'We are all leaders'</p>	<p>I will role-model positive behaviours.</p> <p>I will create opportunities to have a positive impact.</p> <p>I will take responsibility for contributing to NQPHN's culture and success.</p>
 Integrity	<p>We hold ourselves to the highest standards of ethics and professionalism.</p> <p>'We do the right thing'</p>	<p>I will be consistently ethical and trustworthy.</p> <p>I will display high levels of professionalism at all times.</p> <p>I will represent NQPHN with pride.</p>
 Accountability	<p>We own our actions, follow through on our promises, and live our values.</p> <p>'We do what we say'</p>	<p>I will follow through on my commitments.</p> <p>I will take ownership of my work and performance.</p> <p>I will be transparent and forthcoming with information.</p>
 Respect	<p>We hear, acknowledge, and value all people and voices, finding unity in our diversity.</p> <p>'We are considerate'</p>	<p>I will actively seek out and value different perspectives.</p> <p>I will treat all people with appreciation, dignity, and courtesy.</p> <p>I will be culturally informed and sensitive.</p>



NQPHN acknowledges the Aboriginal and Torres Strait Islander peoples as Australia's First Nation Peoples and the Traditional Custodians of this land. We respect their continued connection to land and sea, country, kin, and community. We also pay our respect to their Elders past, present, and emerging as the custodians of knowledge and lore.



Role summary

The Senior Communications and Marketing Officer is responsible for coordinating and designing a broad range of hands-on communication tasks, particularly website maintenance, graphic design, social media, editing, formatting of formal reports, media monitoring, and writing articles for newsletters, media, and other NQPHN communications. The position also includes coordinating and designing various internal and external communication collateral and digital advertising, as well as marketing and promotional collateral for a range of NQPHN products, services, sponsorships, and educational programs as required by the organisation.

Key responsibilities

Role-specific

- Develop and implement communication, marketing strategies, and public relations initiatives relating to NQPHN.
- Monitor and support a consistent and professional standard across company language, style, and branding in line with the NQPHN Style Guide and PHN Branding Guidelines, to both NQPHN teams and external stakeholders.
- Take ownership over NQPHN website and perform maintenance as required by the organisation. Manage and create content for the website, in liaison with key NQPHN staff.
- Draft, prepare, and distribute written and visual material for information or publication internally and externally.
- Maintain newsletter contact database, Staff Intranet, and NQPHN social media accounts.
- Design and develop online campaigns and marketing initiatives through the website and social media, including creative and technical development.
- Advise NQPHN staff on the most effective use of online tools for campaigning and communications.
- Work with stakeholders to support co-design and development of collateral to align with NQPHN's priorities.
- Support the Communications and Marketing Manager to deliver organisation-wide solutions, including social media, website, and newsletter management.
- Design key corporate publications (from provided content) such as the Annual Report, Health Needs Assessment, Health Infographics, and Style Guide.
- Provide written and verbal advice on graphic design requirements.
- Liaise with printers and other external stakeholders on print and design related jobs, from quote through to delivery.
- Maintain Graphic Design folder and job log on network drive with assistance from the Communications and Marketing Officer.
- Develop and maintain effective relationships with key partners and stakeholders.

Organisation-wide

- Committed to "One Team" and working collaboratively and engaging purposefully across the organisation, including the offices, teams, and functions.
- Ensure "best practice" processes across all areas of responsibilities.
- Comply with the organisation's policies and procedures.
- Ensure the safety of yourself and others in line with the organisation's WHS policies and procedures and the Workplace Health and Safety Act 2011.

- Perform other duties reasonably required as directed.

Key selection criteria

- Tertiary qualification and at least three years relevant work experience in a communications, marketing, journalism, or design role.
- High level written and verbal communication skills, with the ability to write compelling content that turns complex information into clear, accurate, and relevant copy.
- Demonstrated experience in website management, including using Content Management Systems and website analytics, with experience in Drupal and SharePoint desirable.
- Demonstrated experience across multiple social media platforms, including experience in social media advertising and social media management platforms.
- Deliver the highest standards in graphic design and produce cutting edge creative content, for both print and digital, that accurately represents the expectations of NQPHN.
- A high level of proficiency and maintain advanced knowledge in Adobe Creative Suite (including InDesign, Illustrator, and Photoshop).

Other requirements

- Current Drivers Licence.
- Provide a National Police Check less than three months old.
- Be able to meet the requirements of a Working with Children (Blue Card) Qld (if required).

Capability Framework

NQPHN has a capability framework in place. This role has the following core competencies and expected levels.

Core Competency	Standard
Teamwork and team leadership	<ul style="list-style-type: none"> • Supports others in taking independent action. • Resolves issues that occur with minimal direction. • Invites and builds upon the ideas of others. • Assumes additional responsibilities to facilitate the achievement of team goals. • Actively shares knowledge among peers or offers advice to less experienced colleagues. • Effectively transfers acquired knowledge and expertise. • Demonstrates initiative in professional self-development.
Resource management	<ul style="list-style-type: none"> • Manages the allocation of resources in relation to business needs. • Manages the work plan, sets timelines and milestones, and involves stakeholders to deliver on time. • Provides advice on procedures and the use of resources.
Flexibility and continuous improvement	<ul style="list-style-type: none"> • Anticipates having to adapt work methods to changing technology and environments.

Core Competency	Standard
	<ul style="list-style-type: none"> • Considers problems from all new perspectives and can expand on the thinking or solutions proposed by others. • Adapts to new ideas and initiatives relevant to own area of work. • Understands and promotes the Organisation's business needs and policies for introducing change. • Is able to present the Organisation's priorities as they relate to own area of work. • Explains and convinces others of the need for adaptation and change of policies, structures, and methods.
Stakeholder engagement and communications	<ul style="list-style-type: none"> • Writes information coming from multiple sources in a logical and comprehensive, yet concise manner. • Combines information from various sources in a concise and consistent manner. • Makes sound use of graphics and tables to effectively present numerical data. • Actively nurtures both formal and informal contacts to facilitate the progress of work by proactively sharing information, best practices and respective interests and areas of expertise. • Identifies current or past contacts that can provide work-related information or assistance. • Fosters two-way trust in dealing with contacts (e.g. maintains confidentiality regarding sensitive information).
Quality management	<ul style="list-style-type: none"> • Gain an understanding of quality management systems, so effective feedback on limitations can be provided. • Utilise quality management systems where provided by the PHN. • Provide feedback to line managers on utility of quality management systems.
Strategic thinking and innovation	<ul style="list-style-type: none"> • Provides a rationale for decisions, relating them to the overall goals. • Able to work on strategic activities within the team, either across the whole or within particular areas. • Actively contributes to strategic discussions. • Understands the organisation's current and future role. • Looks for opportunities for business improvement.
Governance and risk	<ul style="list-style-type: none"> • Ensures governance arrangements are being met. • Constructs formal reporting structures that are appropriate for successful partnerships. • Refers to key healthcare benchmarks in making recommendations. • Has a working understanding of the legal governance of engagement with public and service users.

Core Competency	Standard
	<ul style="list-style-type: none"> • Identifies and manages risk. • Remains familiar with and adheres to all policies and procedures, including Workplace Health and Safety. • Contributes to a safe workplace.
Project and program management	<ul style="list-style-type: none"> • Ensures a clear project scope. • Develops effective project plans and cost schedules. • Calculates, relates, and responds to variances in schedule and costs. • Ensures effective project reporting. • Effectively manages project change using appropriate change control techniques. • Able to identify major and minor tasks for projects using a broad range of complex and technical tools. • Manages relationships of internal and external resources and interfaces with other groups. • Can identify and mitigate variations, changes, and conflicts. • Solves complex problems in own area even when not always clearly defined. • Resolves problems that may impact upon wider team/overall objectives. • Able to apply a broad range of complex, technical or professional risk tools in a wide variety of projects.
Commissioning	<ul style="list-style-type: none"> • Apply commissioning guidelines and framework. • Develop written, well-structured commissioning that clearly sets out business requirements. • Monitor Commissioning processes to ensure they are open, transparent, and effective. • Understand and participate in the commissioning process and ensure actions are in line with the framework.

This position description contains a limited summary of the most frequently occurring tasks and responsibilities. In practice the employee can and will be entrusted with various other tasks and responsibilities that may also be of vital importance to the performance of his or her duties. The employee will properly execute these tasks and responsibilities and will not limit themselves to invoke the tasks and responsibilities exclusively summarised in this position description.