

# AUSTRALIAN COMMISSION ON SAFETY AND QUALITY IN HEALTH CARE

**POSITION NUMBER** 20024060  
**POSITION TITLE** Director, Communications  
**CLASSIFICATION** Executive Level 2  
**SALARY** \$124,740 - \$147,686 plus 15.4% superannuation  
**REFERENCE NUMBER** 20-0001  
**LOCATION** Sydney

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**Contact Officer:** Naomi Poole

**Phone number:** (02) 9126 3536

**Submission Details:** Applications are to be submitted via email to [ACSQHCHR@safetyandquality.gov.au](mailto:ACSQHCHR@safetyandquality.gov.au)

Should you experience any difficulties with submitting or have any questions about applying for this position please phone Courtney Walpole on (02) 9126 3657.

**Closing Date:** 19 February 2020, midnight AEST

Please read the following information to assist you in preparing an application.

## Application package

The application pack is made up of two parts:

1. Job description and selection criteria.
2. Application cover sheet "Personal Particulars Form".

## Preparing your application

You should include in your application:

- personal details to assist in identifying your application (you should use the Personal Particulars Form) **including a clear indication of which position(s) you are applying for**
- a summary of your work experience
- a summary of educational qualifications/academic achievements
- a statement in support of your application, describing how you consider yourself suitable against each of the selection criteria (400 word limit per criteria)
- any other relevant information which would support your claim to the position.

You should frame your statement in terms of the selection criteria, and you should address each criterion in sufficient detail to enable the Selection Committee to make an informed assessment.

## Selection process

The selection process is commonly made up of several forms of assessment, such as review of written applications, interviews, work sample tests, and referees checks. However appointments may be made based on assessment of written applications and referee checks only. You may be asked to provide the names of two referees, one of these should be your current supervisor.

## About the Commission

The Commission's role is to lead and coordinate national improvements in the safety and quality of health care. The Commission works in partnership with the Australian Government, state and territory governments and the private sector to achieve a safe, high-quality and sustainable health system. In doing so, the Commission also works closely with patients, carers, clinicians, managers, policymakers and healthcare organisations.

Key functions of the Commission include developing national safety and quality standards, developing clinical care standards to improve the implementation of evidence-based health care, coordinating work in specific areas to improve outcomes for patients, and providing information, publications and resources about safety and quality.

The Commission works in four priority areas:

1. Patient safety
2. Partnering with patients, consumers and communities
3. Quality, cost and value
4. Supporting health professionals to provide care that is informed, supported and organised to deliver safe and high-quality health care.

For more information please visit [www.safetyandquality.gov.au](http://www.safetyandquality.gov.au).

## Position description

<b>Position Number:</b>	20024060
<b>Position Title:</b>	Director, Communications
<b>Position Level:</b>	EL 2
<b>Employment Type:</b>	Ongoing, full-time
<b>Reporting To:</b>	Director, Planning, Strategy and Evaluation
<b>Location:</b>	Australian Commission on Safety and Quality in Health Care 255 Elizabeth Street, Sydney

## Overview of the position

The Director, Communications is responsible for developing and implementing the Commission's strategic communications to enhance its reputation as the leading national agency for improving safety and quality in health care across Australia.

Leading a small team of communications professionals, the position is responsible for external communications functions, with a particular focus on the development and implementation of innovative solutions designed to help the Commission better disseminate its work to relevant audiences.

The role will be responsible for the development of communications strategies, media management, social media, website content and maintenance, and the coordination and delivery of corporate publications such as the annual report to support the achievement of the overall strategic direction of the Commission. This role manages the Communications team and works closely with all other teams across the Commission to develop internal editorial capacity, and provide communications advice and guidance about the publication of a diverse suite of materials in line with the Commission's approved work plan.

## Position duties and responsibilities

1. Develop and lead an integrated communications program including production of digital and hard copy publications, and a media engagement program that effectively promotes the work, priorities, brand and reputation of the Commission.
2. Provide appropriate expert communications advice and support to the Commission Executive on communications opportunities and risks, particularly on complex or sensitive matters.
3. Provide leadership to, and oversee activities of, the Communications team, including establishing priorities and managing workflow and performance to ensure timely delivery of outputs in consultation with the Director, Planning, Strategy and Evaluation.
4. Develop and manage highly effective and collaborative relationships with the senior executive of the Commission, and key external stakeholders.
5. Work closely with the Director, Planning, Strategy and Evaluation, the COO and other Directors to identify and maximise communication opportunities through the development and implementation of successful strategic approaches relating to digital development, media relations, issues management, brand and reputation development, website content and maintenance, and publications production.

6. Develop the Commission's strategic communication goals and activity plan with a core focus on developing relevant platforms, channels and tools for the delivery of the Commission's products, which aligns with the Commission's workplan and key strategic directions.
7. Develop a wide range of high-quality communications that respond to the needs of the Commission and reaches target audiences; to be delivered via appropriate communications channels, within agreed budget and timelines.
8. Provide advice, support and capacity building about document editing and publication to the Executive, program teams and communications staff.
9. Identify and pursue creative opportunities for the Commission's reputation and brand.

## **Skills and knowledge required**

- Experience managing a small multidisciplinary team of communication experts, harnessing expertise and leading the team to support delivery of the workplan
- Strong negotiation, liaison and relationship building skills, with internal and external stakeholders, including agency executive.
- Sound knowledge and experience in broad-based communication approaches and innovative strategies relevant for the health sector, including digital strategies and the ability to work with content experts to deliver optimal outcomes.
- Excellent writing and editing skills, and demonstrated strong attention to detail.
- Demonstrated high-level skills in project management and ability to meet multiple competing deadlines.
- Proven capacity to proactively anticipate and take advantage of opportunities, and address potential issues.
- Sound knowledge and understanding of the operations of a communications team and the processes of government.
- Personal drive, integrity and a willingness to learn.

## **Qualifications and experience**

- Tertiary qualifications in journalism, communications, digital developments or similar, or a minimum five years work experience in one or more of these disciplines.
- Experience in the government sector.
- Experience in developing and maintaining strong, effective relationships with stakeholders, including general media, and relevant industry media.
- Experience influencing sector change and organisational change towards digital channels, effective project management and/or designing and implementing strategic communication frameworks.
- Experience in a healthcare-related environment.

## Selection criteria

1. Demonstrated ability to lead a small multidisciplinary team of communication experts to deliver against the organisations priorities within expected timeframes and to budget.
2. Experience in developing and delivering strategic communication approaches that are appropriately tailored, and suitable to a health environment.
3. Demonstrated ability to work in a fast-paced environment, managing multiple competing priorities with flexibility in the face of changing priorities and deadlines.
4. Strong experience in media management and communication of complex issues.
5. Strong negotiation, liaison and relationship building skills, with internal and external stakeholders, including agency executive and technical experts.
6. Exceptional oral and written communication skills including demonstrated ability to prepare briefing documents and submissions, and explain complex technical issues simply.
7. Knowledge and experience in use of digital communication technologies.