

POSITION DESCRIPTION

Position Title:	Communications Officer
Business Unit/Department:	Western Public Health Unit (WPHU)
Division:	Western Public Health Unit (WPHU)
Award/Agreement:	Health & Allied Services, Managers & Administrative Workers (Victorian Public Sector) (Single Interest Employers) Enterprise Agreement
Classification:	Grade 3 – Level 1 to Level 5 (HS3 to HS25)
Reports To:	Communications & Digital Lead
Direct Reports:	N/A
Date Prepared/Updated:	10 November 2025

Position Purpose

The Communications Officer supports the Communications & Digital Lead and the wider Western Public Health Unit. The primary purpose of the role is to assist in the development, creation, editing and publishing of high-quality communications content and collateral across internal and external channels, supporting campaigns aimed at improving health outcomes and promoting health equity across the catchment.

The role works closely with the Western Health Public Affairs team to ensure integration of communications, alignment of messaging, and consistency across public health and corporate communications.

Business Unit Overview

The Western Public Health Unit (WPHU) is one of three metropolitan Local Public Health Units (LPHUs), and alongside six regional LPHUs forms a collaborative Network to deliver frontline public health for Victoria. The LPHU Network works closely with the Victorian Department of Health to provide for local and regional responses to communicable and non-communicable diseases through community partnerships and local public health initiatives. Led and coordinated by Western Health, WPHU serves over 1.3 million people across the local government areas of Brimbank, Hobsons Bay, Maribyrnong, Melbourne, Melton, Merri-bek, Moonee Valley and Wyndham. WPHU investigates and manages cases and outbreaks of notifiable conditions under the Public Health and Wellbeing Act 2008 in collaboration with the Department's Community and Public Health Division, manages public health risks and supports public health emergency responses.

WPHU collaborates with local governments, community health networks, and primary care providers to improve health outcomes across its catchment, working to keep people well by leading and supporting practical population health action.

WPHU promotes a healthy workplace culture, expressed in its culture statement:
 “We are a diverse and welcoming team that is passionate about public health. We value open and

Our Vision

Together, Caring for the West
 Patients – Employees – Community – Environment

honest communication. We work together to create a flexible environment of mutual respect, inclusivity, and connection.”
Key Responsibilities
<p>Content Development & Publishing</p> <ul style="list-style-type: none"> Assist in creation, editing and publishing of communications content for social media, websites, newsletters, posters, flyers, and other collateral (written, video, graphic, photographic content). Support maintenance and updates of WPHU digital channels, ensuring accuracy, accessibility, and brand compliance. Support the development and distribution of timely outbreak/incident response communications, including digital media, letters, SMS campaigns, language translations and website alerts/information. <p>Campaign & Event Communications Support</p> <ul style="list-style-type: none"> Support cross-functional campaigns and projects to ensure messaging aligns with WPHU and Department of Health objectives. Assist with logistics, event promotion and communications materials for public health initiatives. <p>Stakeholder & Internal Collaboration</p> <ul style="list-style-type: none"> Work with internal staff and external stakeholders to support effective messaging and campaign outcomes. Collaborate with Western Health Public Affairs to align communications and digital outputs. <p>Analytics & Reporting Assistance</p> <ul style="list-style-type: none"> Assist with monitoring communications performance (social media, website engagement) and prepare summary reports with the Communications and Digital Lead. <p>Brand Compliance & Quality Assurance</p> <ul style="list-style-type: none"> Ensure communications adhere to brand guidelines, approval processes, and accessibility standards. Monitor and benchmark communication activities of other health agencies and organisations. <p>Team Culture & Accountability</p> <ul style="list-style-type: none"> Contribute to a culture that promotes effective teamwork, encourages cohesion, and ensures staff feel valued. Hold accountability for own actions and seek guidance when required. Comply with confidentiality obligations regarding consumers and colleagues. <p>In addition to the key responsibilities specific to your role, you are required to deliver on the Key Organisational Accountabilities which are aligned with the Western Health strategic aims.</p>
Key Working Relationships
<p>Internal:</p> <ul style="list-style-type: none"> Communications and Digital Lead Divisional Director WPHU Director, WPHU WH Public Affairs team WHLanguage Services Other WPHU team members <p>External:</p> <ul style="list-style-type: none"> Victorian Department of Health Victoria, Public Health Division Other Local Public Health Units Community Partners including Local Government, not for profit sector, Community Health and Health Services Primary Health Networks and General Practitioners

Our Vision

Together, Caring for the West
Patients – Employees – Community – Environment

- Community stakeholder groups
- Community members

Selection Criteria

Essential:

- Tertiary qualification in communications, marketing, or related field.
- Excellent writing and editing skills to create clear, engaging and accessible content for diverse audiences across multiple formats (digital and print).
- Ability to follow brand guidelines and approval processes to ensure consistent, high-quality communications.
- Strong planning, organisational skills with attention to detail and a self-starter approach.
- Ability to work in a fast-paced team environment with fluid priorities.
- Effective interpersonal, verbal communication and relationship skills, with experience engaging internal and external stakeholders.
- Functional level of competency in M365 – Word and PowerPoint (minimum intermediate competency), Excel (minimum basic competency)

Desirable:

- Experience or interest in community services, public health or the health sector.
- Ability to customise health and scientific information for non-expert audiences.
- Experience in producing or editing content using digital communication channels including websites, social media platforms, and e-newsletters.'
- Experience in producing content in Canva
- Current driver's licence.

Additional Requirements

All employees are required to:

- Obtain a police/criminal history check prior to employment
- Obtain a working with children check prior to employment (if requested)
- Obtain an Immunisation Health Clearance prior to employment
- Report to management any criminal charges or convictions you receive during the course of your employment.
- Comply with relevant Western Health clinical and administrative policies and guidelines.
- Comply with and accept responsibility for ensuring the implementation of health and safety policies and procedures.
- Fully co-operate with Western Health in any action it considers necessary to maintain a working environment, which is safe, and without risk to health.
- Protect confidential information from unauthorised disclosure and not use, disclose, or copy confidential information except for the purpose of and to the extent necessary to perform your employment duties at Western Health.
- Safeguard children and young people in our care, by ensuring that your interactions are positive and safe, and report any suspicions or concerns of abuse by any person internal or external to Western Health
- Be aware of and comply with relevant legislation: Public Administration Act 2004, Victorian Charter of Human Rights and Responsibilities Act 2006, the Victorian Occupational Health and Safety Act 2004, the Victorian Occupational Health and Safety Regulations 2017 (OHS Regulations 2017), Fair Work Act 2009 (as amended), the Privacy Act 1988 and responsibilities under s141 Health Services Act with regard to the sharing of health information, the Family Violence and Child Information Sharing Schemes, Part 5A and 6A Family Violence Protection Act 2008, Safe Patient Care Act 2015, Mental Health & Wellbeing Act 2023
- Be aware of and comply with the Code of Conduct for Victorian Public Sector Employees and other Western Health employment guidelines.

Our Vision

Together, Caring for the West
Patients – Employees – Community – Environment

General Information

- Redeployment to other services and sites within Western Health may be required
- Employment terms and conditions are provided according to relevant award/agreement
- Western Health is an equal opportunity employer and is committed to providing for its employees a work environment which is free of harassment or discrimination. The organisation promotes diversity and awareness in the workplace
- Western Health is committed to Gender Equity
- Western Health provides support to all personnel experiencing family and domestic violence
- 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. Western Health reserves the right to modify position descriptions as required. Employees will be consulted when this occurs
- Western Health is a smoke free environment.

I confirm I have read the Position Description, understand its content, and agree to work in accordance with the requirements of the position.

Employee's Name: _____

Employee's Signature: _____ Date: _____

Our Vision

Together, Caring for the West
Patients – Employees – Community – Environment