

## POSITION DESCRIPTION

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|----------------------------------|--------------------------------------------------------------------------------------------------------------------|
| <b>Position Title:</b>           | Senior Communications Advisor, Digital Health                                                                      |
| <b>Business Unit/Department:</b> | Digital Health                                                                                                     |
| <b>Division:</b>                 | Digital Health                                                                                                     |
| <b>Award/Agreement:</b>          | Victorian Public Sector Health & Allied Services Managers & Administrative Workers) Enterprise Agreement 2021-2025 |
| <b>Classification:</b>           | HS4                                                                                                                |
| <b>Reports To:</b>               | Change and Communications Manager                                                                                  |
| <b>Direct Reports:</b>           | N/A                                                                                                                |
| <b>Date Prepared/Updated:</b>    | 21 March 2024                                                                                                      |

### Position Purpose

Reporting to the Change and Communications Manager, the Senior Communications Advisor, will be responsible for developing, co-ordinating and implementing communication and engagement strategies, plans and materials relating to Digital Health projects at Western Health.

The candidate will be an experienced senior communications professional, ideally with more than three years' experience in senior communications roles, with a proven ability to conceive, develop and implement effective communication plans on complex issues.

Able to build relationships with internal and external stakeholders, the candidate will have proven interpersonal skills and work positively and effectively in a team, sharing the load with all team members and occasionally support general tasks.

The candidate will support the Digital Health Team in promoting communication predominantly internally through a variety of channels. Some external communications will be required when approaching a project Go-Live.

It will also be necessary to prepare reports for use by management from time to time, particularly in reporting the status and outcomes of communication plans.

The role will work collaboratively with the Digital Health Team, and with other business units across Western Health including Public Affairs.

The Digital Health Project Team is currently based at the Western Health Braybrook Corporate Campus which is located adjacent to the Central West Shopping Centre. Free car parking, with no time limits, is available in the Central West Shopping Centre carpark.

All Digital Health Project Team members shall work across all Western Health sites when required. A drivers licence and ability to work across sites when required, is necessary.

**This is a part time, permanent position.**

### Our Vision

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## Business Unit Overview

Our workforce of over 11,000 employees are driven by our values of 'Compassion, Accountability, Respect, Excellence and Safety' (CARES). We value our people and provide them the opportunity to grow and develop. Our teams are friendly and supportive, ensuring we deliver a safe, person-centred and connected patient experience.

Western Health is in a period of rapid growth. Our services comprise of four acute public hospitals: Footscray Hospital, Sunshine Hospital (including Joan Kirner Women's and Children's), Williamstown Hospital and Bacchus Marsh & Melton Hospital. We also operate Sunbury Day Hospital, Hazeldean, Grant Lodge Residential Aged Care, as well as community health centres in Melton, Caroline Springs and Bacchus Marsh and a range of community-based services. We care for a diverse community of more than 1 million people with complex care needs ranging from Neonates to Geriatric.

In late 2018 Western Health successfully implemented the four core Cerner Millennium EMR modules across Footscray Hospital, Sunshine Hospital, (including the Joan Kirner Women's and Children's), Williamstown Hospital, Hazeldean and Sunbury Day Hospital. In doing so we took a significant step towards improving and digitally transforming the way we provide care for our community and patients. The Western Health EMR provides clinicians with a consolidated view of all relevant information about the patient to facilitate teamwork and multidisciplinary care models, reduce medical errors and duplications and support clinical decision making. It also simplifies and supports clinician workflows, and provides access to best practice knowledge, empowering our clinicians with the tools to enhance the delivery of Best Care.

Following this successful EMR Phase 1 implementation, Western Health subsequently implemented a number of new EMR functionalities to better support the growing demand from frontline staff.

In early 2021 Western Health commenced the EMR Phase 2 project, the largest digital health project ever undertaken by the organisation. It is a visionary, comprehensive and innovative project which will allow us to maximize the potential of our EMR.

Such a considerable extension of Western Health's digital footprint will provide us with the tools to continue to improve the quality, safety and efficiency of patient care and an enhanced patient experience. Upon completion Western Health will be elevated to fully digital health service status in line with the leaders in digital healthcare.

Due to the considerable scale of the project, it has been divided into two phases, EMR Phase 2.1 and EMR Phase 2.2.

In July 2023 Western Health implemented EMR Phase 2.1 which involved extending the EMR to clinical areas that previously needed to swap between electronic systems or between electronic and paper processes. These areas included:

- Emergency , Medicine and Access
- ICU and Critical Care
- Surgery and Anaesthesia
- Women's and Children's
- Specialist Clinics
- Cancer Services

With this implementation we have moved closer to a single patient record for each patient across the Western Health EMR sites, streamlining the clinician and patient experience.

Adoption and optimisation of EMR Phase 2.1 is now underway, as is planning for EMR Phase 2.2. This next phase focuses on bringing together the clinical and administrative workflow by replacing the existing patient administration system with the EMR, expanding the EMR to mental health and renal & dialysis and including additional community services functionality.

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This exciting digital expansion is taking place in a time of considerable growth for Western Health:

- 2019 saw the opening of the Joan Kirner Women's and Children's at Sunshine Hospital. First-class care is being provided in first-class facilities for thousands of families in our local community with 6,054 babies born in the first year of opening.
- The Victorian Government is investing up to \$1.5 billion to deliver a new 504 bed Footscray Hospital, the largest health infrastructure investment in the state. This is currently under construction and due to open in 2025.
- The Victorian Government has announced the building of a new world-class Melton Hospital and a Point Cook Community Hospital both of which will be managed by Western Health. An expansion of the Sunbury Day Hospital is also currently underway.
- In July 2021, the Bacchus Marsh and Melton hospitals became part of the Western Health network
- In July 2023, Western Health became a Mental Health Service as 671 staff and 16 services previously run by NorthWestern Mental Health and Mercy Health services transitioned to Western Health. This expansion of services included the construction of a dedicated 52-bed Mental Health and Wellbeing Unit at Sunshine Hospital, the largest of four new mental health facilities across the state
- July 2023 also saw Western Health begin to deliver primary healthcare for the Dame Phyllis Frost Centre, a correctional facility for women located in Ravenhall

## Key Responsibilities

### Initiating, developing and implementing communication strategies and plans:

- The initiation, development, co-ordination and implementation of communication and engagement strategies and plans to support the successful delivery of Digital Health projects
- Creativity and interest in developing ideas and concepts to support communications

### Developing and supporting the production of innovative communication materials:

- Outstanding written communications skills are required to produce a range of clear, and informative communication materials including but not limited to:
  - Presentations
  - Leadership messages
  - Emails
  - Website and intranet content
  - Newsletter articles
  - Social media posts
  - Video scripts
  - Public facing digital screen messaging
  - Talking points
  - Posters and fliers
  - Project documents including Business Cases, Project Initiation Documents and Matters for Information
- A strong focus on accuracy is necessary, as is an ability to tailor content to varied audiences
- Excellent presentation communication skills are required with a flair for creative design so content is engaging and catches the attention of the intended audience
- It will be necessary to translate complex information into clear and simple concepts that meet stakeholder information needs
- The capture of photographs will be required, and possibly video footage, to support communications materials ensuring a degree of flexibility and sensitivity when interacting in clinical areas and the adherence to Western Health guidelines

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- Create communication and marketing strategies for new digital projects, launches, events and services.
- Developing communication materials to support new EMR functionalities as well as the introduction of new technology and/or changes to business practices and processes.
- Provide specialist and professional advice on communication/change issues and contribute to the development and implementation of initiatives, strategies or methodologies relating to EMR and digital projects.

#### **Event organisation**

- The ability to plan, co-ordinate and execute events such as information sessions, team meetings, photo and video shoots

#### **Ensuring consistent communication is provided by the Digital Health Team**

- Reviewing documents created by Digital Health Team members to ensure Western Health and Digital Health style and branding guidelines are followed and that the content is in line with the current messaging
- Providing the Digital Health Director and team members with communications advice and support
- Ensuring the Digital Health Team has access to the current key messages
- Provide ongoing support and education to WH EMR team on communication strategies and best practice
- During major project implementation, manage, lead, mentor and motivate the communications team to support successful project delivery

#### **Report preparation**

- The completion of a monthly report detailing the status of Communications Plans
- Completion of additional reports on the status and outcomes of Communications Plans for use by management
- Prepare regular status report on activities performed by the communications team, including but not limited to
  - Planned activities and past achievements
  - Issues and risk
  - Budget
  - Project schedule and key milestones
- Undertake business analysis of areas as indicated by the EMR Director. This includes planning, negotiating with department/faculty representatives, presenting outcomes from analysis and providing documentation of findings to the senior consultants

#### **Stakeholder Engagement**

- Establish and maintain close communication with internal and external stakeholders including but not limited to WH staff, external vendors and government agencies.
- Consult and engage with other health services and industry best practice for improvement opportunities that could be applied at WH
- Establish and maintain a professional working relationship within the Digital Technology Division
- Participate with the EMR Director and Project Team members in the provision of internal consulting services with stakeholders to identify shared service needs, appropriate solutions and translating them into business cases or matter for decisions with clear recommendations

#### **General**

- Ensure all Western Health policies, procedures and guidelines are adhered to
- Occasionally support general tasks
- Prepare memorandums for EMR Director and WH executive team as required

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.

### **Our Vision**

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| Key Working Relationships                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |
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| <p><b>Internal:</b></p> <ul style="list-style-type: none"> <li>• Change and Communications Manager, Digital Health</li> <li>• Director, Digital Health</li> <li>• Digital Health Team</li> <li>• Western Health Public Affairs Team</li> <li>• Director, DTS and DTS Team</li> <li>• Western Health key stakeholders</li> </ul> <p><b>External:</b></p> <ul style="list-style-type: none"> <li>• Oracle Health Project team</li> <li>• Suppliers of merchandising material</li> <li>• Creative agencies</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |
| Selection Criteria                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |
| <p><b>Essential</b></p> <ul style="list-style-type: none"> <li>• Relevant qualification to degree level and/or equivalent experience</li> <li>• Previous experience in a role at this level</li> <li>• Outstanding written communication skills with the ability to write in a clear and engaging style and to tailor content to varied audiences</li> <li>• Experience co-ordinating communications campaigns from beginning to end</li> <li>• A strong focus on accuracy</li> <li>• The ability to effectively communicate complex technical and health information</li> <li>• The ability to be flexible, think creatively, solve problems and generate new ideas</li> <li>• Advanced knowledge of the Microsoft Office suite particularly PowerPoint, Word and Outlook</li> <li>• Experience using different communication tools, to improve the reach and impact of messaging</li> <li>• A strong team approach and proven track record on collaborating with internal and external stakeholders from a variety of backgrounds to achieve joint goals</li> <li>• Experience in producing high quality events with the use of strong organisational and time management skills</li> <li>• Ability to manage conflicting priorities</li> </ul> <p><b>Desirable</b></p> <ul style="list-style-type: none"> <li>• Public health / health promotion experience</li> <li>• Word Press experience</li> <li>• Experience with Adobe Creative Cloud including InDesign, Illustrator, Photoshop and Premiere Rush</li> <li>• Technology project communications experience</li> </ul> |
| Additional Requirements                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |
| <p>All employees are required to:</p> <ul style="list-style-type: none"> <li>• Obtain a police / criminal history check prior to employment</li> <li>• Obtain a working with children check prior to employment (if requested)</li> <li>• Obtain an Immunisation Health Clearance prior to employment</li> <li>• Report to management any criminal charges or convictions you receive during the course of your employment</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |

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- 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
- Be aware of and comply with the Code of Conduct for Victorian Public Sector Employees and other Western Health employment guidelines

### General Information

- Redeployment to other services or 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
- 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:      | Click here to enter the Employee's name. |       |                             |
| Employee's Signature: |                                          | Date: | Click here to enter a date. |
|                       |                                          |       |                             |

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