



right **care**
right **place**
right **time**

phn
WESTERN NSW
An Australian Government Initiative

Information Pack for Advertised Positions

Thank you for your enquiry. This pack contains:

- information about the role and our organisation,
- guidelines for applying and
- the selection criteria we will be using to select the right candidates.

Communications & Engagement Officer

Location: Dubbo, Orange or Bathurst

Full time permanent contract

Western NSW Primary Health Network (WNSW PHN) is currently seeking a motivated individual who has a passion for primary healthcare and community wellbeing.

The WNSW PHN funds a range of health services and programs to improve access to care and better health for our communities.

The Communications & Engagement Officer will be involved in developing and executing campaigns, managing key stakeholder relationships, and leading various engagement and event initiatives for WNSW PHN.

The Communications and Engagement Officer is responsible for developing and implementing communication strategies that enhance public awareness, stakeholder engagement, and organisational reputation. This role ensures effective internal and external communication, fosters strong relationships with key audiences, and supports initiatives that drive engagement, participation, and positive brand perception.

The position can be based in any one of our offices including, Dubbo, Orange or Bathurst.

If you have any questions about this position after you have read this document, please contact **Jessica Steele on 0455 349 018**.

The salary for this position is Level 3, Grade 2 (\$88,880 + superannuation).

Applications should be submitted via email by 11.59pm 25 March 2025 to:
hr@wnswphn.org.au

Selection Criteria

Essential

- Bachelor's degree in Communications, Engagement, Public Relations, Marketing, or a related field, or equivalent relevant experience.
- Experience in communications, stakeholder engagement, or public relations.
- Experience in developing and delivering communications campaigns.
- Proficiency in managing digital platforms including content management systems, social media, email marketing, and event technologies.
- Proven ability to manage and coordinate large-scale events with multiple stakeholders.
- Experience with Customer Relationship Management systems and/or stakeholder engagement tools.
- Excellent written and verbal communication skills.
- Strong attention to detail and problem-solving skills.
- Capacity to travel within western NSW; hold a current driver's licence.

Desirable

- Experience working in the health, NGO or community services sectors
- Experience in working with Aboriginal people, organisations and communities in view of planning and implementing services and achieving outcomes for Aboriginal people.

About Western Health Alliance Ltd (WHAL) trading as Western NSW Primary Health Network (WNSW PHN)

The Western NSW PHN (WNSW PHN) is one of 31 Primary Health Networks across Australia. We are an independent, not-for-profit organisation funded by the Commonwealth Department of Health, established to support frontline health and wellbeing services. Our focus is to increase the efficiency and effectiveness of primary health care, ensuring people receive the right care in the right place at the right time.

WNSW PHN is an agile and high performing organisation that responds to the identified needs of the community, Commonwealth and State health policy, and the development needs of primary health care providers. We work closely with general practice, Aboriginal Medical Services and other health care providers, Local Health Districts, non-government organisations and the broader community to plan and fund programs that support local health services to meet the health needs of our communities.

Benefits to working with WHAL

We pride ourselves on being supportive and flexible and offer a great range of benefits including:

- Generous salary packaging options up to \$18,450 per year
- Family friendly and flexible working arrangements (including Hybrid model)
- Collaboration with passionate likeminded professionals
- 5 weeks annual leave
- Additional leave between the Christmas and New Year period
- Option to purchase an additional 2 weeks leave or cash out 2 weeks
- Corporate Fitness Program (Fitness Passport)
- Professional development allowance and study leave
- 6 weeks paid parental leave
- Free Employment Assistance Program

Guidelines for applicants

These guidelines aim to assist you in submitting applications for advertised vacancies with the Western NSW PHN.

For an outline of responsibilities, position description, selection criteria and information on how to apply, please refer to the Work With Us tab in the 'About' section of our website <https://wnswphn.org.au/workwithus>

WNSW PHN is an Equal Employment Opportunity employer. Aboriginal and Torres Strait Islander people are encouraged to apply.

PLEASE NOTE:

As part of your application, you must provide a separate statement addressing each of the selection criteria as well as your resume. If you do not provide these two documents, your application will automatically not be accepted.

Applying for a position

- Obtain and carefully read the information pack for the position of interest.
- Conduct some initial research on the organisation by browsing the website and reading key resources.
- If you need to seek clarification or additional information on the organisation and/or the position, contact the appropriate person identified in the pack.
- Decide whether you possess, and can demonstrate your skills, experience, knowledge and ability against the selection criteria.
- When addressing the selection criteria, provide examples to demonstrate and substantiate your claims. Examples should outline a situation, identify the action you took and summarise the subsequent result. Keep your response to no more than two pages, plus your Resume/Curriculum Vitae (CV).

- Be aware of the closing date and where and how to lodge your application. If, for any reason you cannot submit your application by the closing date, you should ring the contact officer to see if a late application will be accepted.
- If you require any special arrangements (e.g. wheelchair access, hearing or visual aids, etc.) to assist you to attend an interview, please discuss these with the contact officer when the interview is being arranged.

Include in your application

- A cover letter introducing yourself and outlining your interest in the position
- Statement addressing each of the selection criteria (as listed on the last page of this document)
- Resume/Curriculum Vitae (CV) that should include information about:
 - a. contact details including telephone number and email address
 - b. education/qualifications
 - c. an employment history summary including (for each position):
 - i. the employer
 - ii. start and finish dates
 - iii. your position/title
 - iv. your responsibilities and achievements in the position
 - d. a summary of your skills
 - e. professional memberships
 - f. the names of two work related referees (must be work related and senior to the position you hold), and other relevant information that will support your application not covered elsewhere.

Submit your application

Applications should be submitted via email hr@wnswphn.org.au

Position Description

Position Title:	Communications & Engagement Officer
Position Location:	Dubbo, Orange or Bathurst
Position Reports To:	Manager, Public Relations & Strategic Communications
Portfolio:	Media & Communications
Contract Type:	Permanent Full-time Contract
Industrial Instrument:	Western Health Alliance Ltd Enterprise Agreement 2021
Position Classification:	Level 3, Grade 2
Delegated Authority:	Nil - As defined in the Delegations Procedure

Position Purpose

The Communications & Engagement Officer will be involved in developing and executing campaigns, managing key stakeholder relationships, and leading various engagement and event initiatives for Western NSW Primary Health Network (WNSW PHN).

The Communications and Engagement Officer is responsible for developing and implementing communication strategies that enhance public awareness, stakeholder engagement, and organisational reputation. This role ensures effective internal and external communication, fosters strong relationships with key audiences, and supports initiatives that drive engagement, participation, and positive brand perception.

Key Responsibilities:

Consumer and Community Engagement

- Develop innovative and creative solutions to engage with consumers on critical health messages using both digital and traditional communication methods.
- Implement and manage new online community engagement platforms as needed, ensuring consistent interaction and feedback from the community.

Managing Stakeholder Data

- Promote compliance with the organisation's Data Governance and Privacy Policies, ensuring stakeholder data is handled appropriately.
- Contribute to the management and maintenance of WNSW PHN customer relationship management databases as required.

Stakeholder Events

- Lead the coordination of WNSW PHN's corporate events, including stakeholder engagement activities, Service Provider Forum, All Staff Conference, community events, Annual General Meeting, Reconciliation initiatives, and other events as required.
- Coordinate event logistics, speakers, registrations, promotion, evaluations, presentations and any other necessary tasks to ensure successful events.
- Demonstrate expertise in using a variety of digital platforms and tools, including social media, content management systems, email marketing software, and event technologies like livestreaming, virtual events, and interactive digital solutions.

Communications

- Lead the coordination of internal communications across WNSW PHN, working closely with the People & Culture team, and the Manager, Public Relations & Strategic Communications to ensure timely, effective, and consistent messaging.
- Oversee and manage the WNSW PHN intranet system to ensure our people have access to up-to-date and relevant information.
- Support the operational teams in developing newsletters, campaigns, and other communications initiatives that align with WNSW PHN strategic objectives and engage stakeholders, consumers, and service providers.
- Assist the Manager of Public Relations & Strategic Communications and the Digital Media and Branding Officer to deliver marketing and promotional initiatives to support WNSW PHN programs and activities.

Work Health and Safety

- Take reasonable care of their own health and safety and take reasonable care that their acts or omissions do not adversely affect the health and safety of other persons.
- Comply with WNSW PHN policies and procedures relating to health and safety.
- Be aware of individual responsibilities under the relevant Workplace Health and Safety legislation and report as necessary any untoward accident, incident or potentially hazardous environment.

Statement of Organisational Commitment

The WNSW PHN is strategically focused on improving health outcomes for Aboriginal and Torres Strait Islander people living and connected to our region and plays a leadership role in transitioning the primary health care system through the development of culturally safe and aware models of care, ensuring access to quality health care and commissioned services. WNSW PHN recognises Aboriginal people as the original inhabitants of Australia and as the Traditional Custodians of the land. We encourage and promote a culture of diversity within our workforce. To continue to improve the way we work with Aboriginal communities, we encourage recruitment of local Aboriginal and Torres Strait Islander people within the region to add their voice to achieve health goals and priorities for our communities.

General Responsibilities:

- Demonstrate a commitment to [WNSW PHN's vision and values](#).
- Respect confidentiality in line with the Privacy Act 1988 and related policies and procedures.
- Be aware of and adhere to WNSW PHN's policies and procedures.
- Ensure WNSW PHN health literacy principles and practices are known and applied.
- Undertake continuing professional development as required to ensure job skills remain current.
- Attend and participate in out-of-hours meetings and functions as required.
- Actively participate in staff development activities.
- Identify and participate in continuous quality improvement opportunities.
- Actively participate in annual performance planning and review activities.
- Maintain a working knowledge of all equipment utilised in the office.
- Undertake other duties commensurate with the role as required.
- Demonstrate and embed culturally safe practices into all work outputs and the workplace.
- Demonstrate and embed Corporate Social Responsibility in our business operations and interactions with their stakeholders.
- This role is a non-clinical support role and will not involve the diagnosis, treatment or provision of direct patient care of any type.

Competency Framework Key behaviours (refer to WHAL Competency Framework)

Core Competencies	Role Requirement Level
Analytical Thinking	(3) – <i>Sees multiple links</i>
Initiative	(3) – <i>Is decisive and takes accountability in situations that call for prompt direction</i>
Customer Focus	(3) – <i>Takes personal responsibility for customers</i>
Learning Orientation	(2) – <i>Takes initiative to learn beyond the scope of current role</i>
Results Focus	(3) – <i>Improves overall team performance</i>
Teamwork and Co-operation	(3) – <i>Values others input</i>

Influencing & Negotiation	(2) – <i>Persuades others with facts</i>
Planning & Coordination	(2) – <i>Organises plans and schedules own work, suggests and implements improvements work processes</i>
Conceptual Thinking	(3) - <i>Thinks creatively to pursue unique solutions</i>

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Special Conditions:

- An understanding and commitment to [Cultural Safety](#) in the workplace.
- Conditions of employment are governed by the industrial instrument specified in the first table, the Fair Work Act 2009, National Employment Standards, Western Health Alliance Limited Employment Contract and WNSW PHN policies and procedures.
- Out of hours work, on evenings and/or weekends, may be required from time to time for which flexible working hours may be negotiated with your Manager.

- Travel, including overnight stays, across the region within the WNSW PHN's boundary may be necessary from time to time. Occasional intrastate and/or interstate travel may also be required.

Appointment Prerequisites:

- Based on our assessments for operating a safe workplace in compliance with our WHS obligations, an inherent requirement of this role is that you will need to provide confirmation and supporting proof that you have been fully vaccinated against COVID-19 or any comparable future virus. This ensures that you, employees and community's safety and wellbeing is at the forefront of our site-based work.
- Verification of eligibility to lawfully work in Australia. You must be an Australian or New Zealand Citizen, a Permanent Resident of Australia or possess a valid Australian Working Visa to be employed by WNSW PHN.
- Certification of tertiary qualifications and professional membership (if applicable to role).
- AHPRA Registration verification (where applicable to role).
- Verification of current NSW Drivers Licence.
- Verification of comprehensively insured motor vehicle (if applicable to role).
- National Police check.
- Working with Children check (if applicable to role).