



## **My Health Record Engagement Officer (Dubbo, Orange or Bathurst)**

Thank you for your enquiry.

This Information Pack is designed to inform you about the organisation and the role, identify the selection criteria we will be using to select the right candidates, and explain the application process. If you have any questions about this position after you have read this document, please contact Peter Bonnington on 1300 699 167.

The Western NSW Primary Health Network (WNSW PHN) is an independent, not-for-profit organisation funded by the Commonwealth Department of Health and plays a pivotal role in supporting GP General Practice and Primary Health Care services to better meet the health needs of the community and patients. 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.

The WNSW PHN works with a range of primary health care oriented councils and clinical service providers to plan and fund programs based on the health needs of the region in order to better connect local health services to meet local health needs.

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### **Position Advertisement**

## **My Health Record Engagement Officer Location: Dubbo, Orange or Bathurst Part-time maximum term contract until 30 June 2018 (with possibility of further extension) 30 hours per week**

The Western NSW Primary Health Network (WNSW PHN) is one of 31 Primary Health Networks across Australia established by the Australian Government to support frontline health 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. To achieve this, we work closely with general practice, other health care providers, Local Health Districts, hospitals and the broader community to align services with the health needs of the region.

The My Health Record Engagement Officer will work with the Agency Central Communications Team to develop a WNSW PHN Local Communications Strategy that will detail WNSW PHN's communications strategy for engagement with consumer groups and health care providers and use of the communications collateral provided by the Agency. The WNSW PHN Local Communications Strategy will identify local promotional channels including; online, face to

face, radio, print and other local channels to reach consumers. This plan will assist to inform the overarching Regional Communications Strategy.

The successful applicant will possess the skillset and experience to:

- Engage with local consumer groups to raise awareness of My Health Record Opt Out Period
- Liaise with health care providers (GPs and pharmacists) to ensure receipt of My Health Record collateral
- Identify good news stories local champions

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

- Generous salary packaging up to \$15,900 per year
- Professional development opportunities
- Flexible working arrangements
- Supportive team environment
- Collaboration with passionate likeminded professionals
- Additional leave between the Christmas and New Year period
- Opportunities to be innovative

For an outline of responsibilities, selection criteria and information on how to apply, please refer to the Employment tab in the 'About Us' section of our website [www.wnswphn.org.au/about-us/employment](http://www.wnswphn.org.au/about-us/employment)

**Applications close Friday 27<sup>th</sup> October 2017**

## **Guidelines for Applicants**

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

### **Applying for a position**

The following may assist you in preparing your application:

- Obtain and carefully read the Information Package 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.
- 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 (for details see below). 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.

### **What you need to include in your application**

The WNSW PHN uses a streamlined approach to recruitment. All applications require:

1. A cover letter introducing yourself and outlining your interest in the position
2. Statement addressing each of the Selection Criteria (as listed on the last page of this document)
3. 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.
4. Any other supporting documentation, e.g. copy of your qualifications

### **Submitting your application**

Applications should be submitted via email (by the closing date and time) to:

[hr@wnswphn.org.au](mailto:hr@wnswphn.org.au)

or posted to:

Human Resources  
Western NSW PHN  
First Floor,  
187 Brisbane Street  
PO Box 890  
Dubbo NSW 2830

## Position Description

Position Title:	My Health Record Engagement Officer
Position Location:	Dubbo/Orange/Bathurst
Position Reports To:	Executive Manager Corporate Services
Team:	Corporate Services
Contract Type:	Maximum Term Part Time
Industrial Instrument:	Health Professionals and Support Services Award 2010
Position Classification:	TBC
Delegated Authority:	As defined in the Delegations Policy

### Position Purpose

The My Health Record Engagement Officer will assist Western NSW Primary Health Network engage with local consumer groups to raise awareness of My Health Record Opt Out Period; liaise with health care providers (GPs and pharmacists) to ensure receipt of My Health Record collateral; and identify good news stories local champions.

This role work with the Agency Central Communications Team to develop a Western NSW Primary Health Network (WNSW PHN) Local Communications Strategy that will detail WNSW PHN's communications strategy for engagement with consumer groups and health care providers and use of the communications collateral provided by the Agency. The WNSW PHN Local Communications Strategy will identify local promotional channels including; online, face to face, radio, print and other local channels to reach consumers. This plan will assist to inform the overarching Regional Communications Strategy.

### Key Responsibilities:

Responsibilities for this role include, but are not limited to:

### Communication and Media Planning

- Identify and communicate local My Health Record success stories where health care practices are using the My Health Record system successfully and where the practice can share what they have achieved since using My Health Record to the Central Communications Team

- Assist with the development of overarching strategy, creative, and content generation (includes tailoring of content for specific interest groups)
- Apply and comply with the My Health Record templates for the communications strategies and reporting against the Performance Indicators
- Identify and communicate local My Health Record consumer champions to the Central Communications Team
- PR and Engagement Activities, including partnering with consumer peak bodies; governance framework
- Submit monthly report outlining the Good News Stories that have been fed to the Central Agency team and video recorded by the Regional Team

### **Digital Communications**

- Liaise with the Communications Officer regarding day to day management of the WNSW PHN website including planning, developing, editing and regularly maintaining the site to reflect the objectives of the company and the My Health Record program.
- Manage all website content for the program
- Liaise with the Communications Officer to develop and maintain WNSW PHN's Facebook, Twitter and other social media tools, monitor posts and respond as required.

### **Publications**

- Ensure healthcare providers are aware of My Health Record communications collateral and the resources available and the methods for obtaining and ordering various collateral.
- Development and delivery of content packs for GP's, pharmacies and hospitals (public and private)
- Development and distribution of communication materials such as brochures (in multiple languages), posters and onsite digital media
- Follow up with of healthcare providers to ensure they received the content packs and advise the Central Communications Team where these have not been received

### **Event Management**

- Assisting with coordination of stakeholder meetings and attendees travel arrangements as required.
- Attend consumer forums/engagement Activities where available
- Coordination of WNSW PHN communications/local engagement staff workshops
- Submit monthly reporting outlining number of consumers reached and type of event attended

## Media Relations

- Develop media material including press releases, website copy, and imagery and briefing notes for the media and WNSW PHN media spokespeople.
- Maintain a media database and relationships with local media.
- Maintain a media monitoring program.
- Coordinate media training for relevant WNSW PHN staff.

## Stakeholder Engagement

- Liaise with the Communications Officer to establish and maintain a stakeholder database, including media contacts.
- Identify and advise on stakeholder initiatives to enhance awareness of the Program
- Support WNSW PHN staff with stakeholder activities in relation to the program

## Brand Management

- Apply and comply with the My Health Record Brand Identity Guide as updated from time to time and as directed by the Agency

## Other

- Where required provide general administrative assistance to Program staff regarding meeting coordination and program reporting

Competency Framework (refer to WHAL Competency Framework)	
Core Competencies	Role Requirement Level
Analytical Thinking	(2) – Sees basic links
Initiative	(2) – Proactively addresses current opportunities or problems (ahead of others)
Customer Focus	(3) – Takes personal responsibility for customers
Learning Orientation	(2) – Takes initiative to learn beyond the scope of current role
Results Focus	(2) – Works to achieve a standard of results which are challenging
Teamwork and Co-operation	(2) – Proactively shares information

## 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.
- 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.
- 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.

## Selection Criteria:

### **Essential**

- Tertiary qualifications in Communications, Marketing, Public Relations or similar.
- Minimum 2 years' experience in a similar position of professional responsibility and accountability.
- Excellent writing skills including copywriting for different media (including print, e-newsletters, websites, social media, reports, etc).
- Demonstrated experience in website maintenance and social media management.
- Demonstrated experience with content management systems for website editing and e-newsletter preparation.
- Demonstrated experience in event and project management.
- Proven ability to provide timely, integrated and strategic advice, undertake communication planning and to develop and implement innovative solutions to address organisational issues.
- Excellent interpersonal, consultation, negotiation and communication skills.
- High level attention to detail and time management skills including the ability to prioritise, plan, organise and manage competing demands.
- Initiative, flexibility, analytical and problem-solving skills with the ability to exercise sound judgement.
- Current C class open drivers licence.

### • **Desirable**

- Previous experience in the not-for-profit sector.
- Experience in media relations.
- Experience working with a broad range of stakeholders and maintaining customer relationship activities.



### Special Conditions:

- 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:

- 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).
- Verification of current NSW Drivers Licence.
- Verification of comprehensively insured motor vehicle (if applicable to role).
- National Police check (if applicable to role).
- Working with Children check (if applicable to role).