

Position Description

Position	Events and Communications Officer
Location	Heatherton
Directorate	Strategic Relations
Reports to	General Manager Strategic Relations
Date PD Developed	January 2019
PD Authorised By	General Manager Strategic Relations
Employment Status	Full-time (part time negotiable) 18 months maximum term

About South Eastern Melbourne PHN (SEMPHN)

South Eastern Melbourne Primary Health Network is a 'for-benefit' social enterprise working on behalf of the Australian Government to improve local health care. We want everyone in our community to be able to access the right care, in the right place, at the right time. We are working to achieve this goal by improving access to existing services, commissioning new services to improve health outcomes, and encouraging GPs and allied health practitioners to innovate and further improve local health care.

Our six key priorities are **mental health, Aboriginal and Torres Strait Islander health, population health, health workforce, digital health** and **aged care**. We partner with general practitioners, other primary health care providers, secondary care providers and hospitals to ensure improved outcomes for patients.

In joining our team, you'll be supporting providers in the southeast area which stretches from St Kilda to Sorrento to Bunyip, including the major population hubs of Clayton, Dandenong, Moorabbin, Caulfield, Cranbourne, Frankston and Pakenham.

Our Values

SEMPHNs values are at the heart of our work and shape what we do and how we do it.

Our values are Collaboration; Community Accountability; Respect; Excellence and Solution focused.

All SEMPHN employees are required to understand these organisational values, integrate the values into their work and demonstrate behaviours which reflect these values.

About Strategic Relations

SEMPHN will lead substantial reform in the primary health care arena over the coming months and years. Providing understanding, engagement and partnership in this change will be essential for success. The Strategic Relations Team provides strategic communications expertise to the ELT, SLT and the broader organisation.

The Strategic Relations team provides marketing, communications, event management and stakeholder engagement support and advice across the organisation. It offers a range of services to the organisation and in support of the CEO.

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Job Summary

The position is responsible for coordinating, organising and communicating the annual program of SEMPHN events in conjunction with the General Manager, Strategic Relations, Program Managers, Education Officer, Community Engagement Officers, the Provider Support team and other internal teams.

The event program may include support for training events, conferences, webinars, seminars, annual functions, consultations and other similar events. The events will primarily be targeted at GPs, Allied Health and other Healthcare Professionals, with direct consumer events from time to time.

You will ultimately be assessed on the quality of structuring and planning the logistics for each event. Additionally, you will be responsible for managing the reputation of the brand when delivering an external event.

Key Responsibilities

Event Management

- Ensure that the annual SEMPHN events calendar is well planned and effective.
- Ensure at a macro level that each event is generically planned to ensure that program objectives and communications outcomes are achieved
- Support internal stakeholders to ensure events at the local level are well organised and meticulously planned
- Ensure that the 'user experience' at SEMPHN events is positive, including the use of up to date processes and templates
- Support Strategic Relations colleagues by ensuring the SEMPHN Events program complements communications/stakeholder engagement strategies
- In consultation with the Education Officer, ensure process for CPD requirements for training events are followed
- Manage internal events such as All Staff meetings and Family Day, in partnership with the Business Services team
- Manage all event content on the website and within CRM Dynamics, Cvent conferencing and on social media pages
- Manage aspects of the individual event budget using the event budget template
- Support the event organisers with all the relevant event materials so that they are able to run their event effectively, including preparation of registration lists, name tags, certificates and support with developing/reviewing presentations
- Provide post-event support as directed by the GM Strategic Relations
- Assist in the development, coordination and implementation of webinars and online training platforms for SEMPHN,
- Assist with all sponsorship enquiries that come in to support SEMPHN's external event calendar.

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Communications

- Generate ideas for social media content and act as moderator for these environments related to events
- As directed by the GM, Strategic Relations, and in partnership with internal stakeholders, develop presentations, content and collateral for events
- Identify and develop content and publicity opportunities for SEMPHN events
- Provide support for media events and launches
- Provide support to the General Manager Strategic Relations, and other team members regarding internal communications/change management
- Establish strong relationships with SEMPHN staff to source and develop possible communication story angles to promote and celebrate the success of our events
- Other duties as directed by the General Manager, Strategic Relations.

Team Membership

- Promote, and maintain a positive and collaborative work environment
- Identify opportunities to integrate and work collaboratively across other programs
- Maintain effective relationships with internal and external stakeholders.

Quality

- Actively participate in, and contribute to a continuous culture of workplace quality improvement activities
- Comply with all relevant legislation, regulations and professional standards.

Workplace Health and Safety

- Take reasonable care for own health and safety
- Take reasonable care for the health and safety of others including the implementation of risk control measures within their control to prevent injuries or illnesses
- Comply with all reasonable instruction of their manager/ supervisor to safeguard their health and safety
- Cooperate with any reasonable SEMPHN's policies and/or procedures including the reporting of OH&S hazards or incidents.

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Key Relationships

Internal

- Strategic Relations team
- Provider Support team
- Service Innovation team
- Executive team
- Business Services team

External

- Venue mangers/catering/AV providers
- Technical support providers
- Other organisations with which SEMPHN may be partnering in providing activities or events.

Key Selection Criteria

Experience

- Demonstrated communications experience, relevant experience in events management; as well as
- Demonstrated competence and experience in planning and managing a diverse events program, including an understanding of timeframes, evaluation and budgets.

Skills and Knowledge

- Well-developed communication and interpersonal skills
- High level of responsiveness and problem solving skills
- An adaptable and flexible approach to managing issues
- Excellent organisational and time management skills, and a pro-active approach to work tasks
- Experience with Learning Management Systems, and other program
- Excellent negotiating skills
- Ability to work collaboratively with others
- Well-developed skills in the use of Microsoft office products.
- A demonstrable commitment to SEMPHN organisational values.

Other

- Self-starter who works effectively under general direction and as part of a team
- A demonstrable commitment to SEMPHN organisational values
- A National Police Check and Working with Children Check may be required in accordance with government funding requirements
- All employees of SEMPHN may be required to work across the SEMPHN catchment
- All SEMPHN staff must take reasonable care for their own health and safety and others
- All employees of SEMPHN must be permanent residents of Australia or hold a valid employment visa
- A current Victorian Driver's License is required
- All employees must abide by SEMPHN policies and procedures as varied from time to time
- SEMPHN is committed to equal opportunity employment.

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