

Job Description

Communications Officer

Incumbent	
Industrial Agreement or Award	South Western Sydney Primary Health Network Ltd. Enterprise Agreement 2020
Classification	SWSPHN Level 2
Date Developed	15 January 2021
Date Updated	22 May 2026
Reporting Relationships	Communications and Marketing Team Lead
Supervisory Responsibilities	NA
Role Overview	<p>Support the Communications and Engagement team to develop and disseminate internal and external communications, including newsletters and direct mailouts, SWSPHN website, social media, traditional media, paid media and staff intranet updates.</p> <p>Source, develop and schedule content for SWSPHN social media channels.</p> <p>Support the growth, promotion and monitoring of SWSPHN's social media channels.</p>
Qualifications and Requirements	<p>Tertiary qualification in a relevant field (e.g. communications, journalism, media, public relations or marketing), or equivalent work experience, or combination of study and work experience.</p> <p>Current NSW driver's license and access to a comprehensively insured motor vehicle.</p>
Required Skills and Experience	<p>Demonstrated experience and/or knowledge in communications, including the execution of communications strategies, identifying opportunities for improvement and initiating conversation around strategies for improved brand awareness.</p> <p>Experience with Google Business and Facebook Meta Suite preferred.</p>

	<p>Experience with Adobe Creative suite, Canva and SEMRush, Wordpress and CRMs desirable but not essential.</p> <p>Strong ability to identify, source and write high quality content for a wide range of diverse audiences across a variety of communications channels.</p> <p>Demonstrated ability to develop, build and sustain positive working relationships with internal and external stakeholders across all levels.</p> <p>Commitment to representing SWSPHN in a positive fashion with all external stakeholders.</p>
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Key Deliverables

1. Social media management

- Create content for SWSPHN's social media channels and schedule accordingly
- Monitor comments section of posts across social media channels
- Monitor, evaluate and report on trends in key metrics across SWSPHN's social media channels for both organic and paid content
- Maintain log of all social media posts on internal document storage platform

2. Marketing campaign support

- Support the Communications Team to implement marketing campaigns across SWSPHNs social media channels
- Use insights and analytics tools to create, monitor and report on marketing campaigns

3. Newsletter content creation and distribution

- Work collaboratively across the organisation and with the Media and Communications Team Lead to source and draft content, including features and promotional articles on PHN activities, for internal and external newsletters, including Practice Pulse and Our Community Pulse, ensuring articles are timely and relevant and align with SWSPHN's priorities
- Support maintenance of CRM and communications distribution lists and prepare and distribute electronic communications for external stakeholders

4. Communications and Engagement team support

- Assist in the development and implementation of the overall communication strategy and stakeholder engagement framework
- Work collaboratively within the Communications team to identify, research, assist with media opportunities and program or project launches.
- Assist the Marketing and Communications Coordinator to design marketing materials using Adobe InDesign and Canva as necessary
- Support the Marketing and Communications Coordinator to update SWSPHN website as needed

5. Organisational accountabilities

- Ensure adherence to workplace policies, procedures and systems
- Enter and maintain up to date information and report on activities in a timely manner
- Contribute to the quality management system and ongoing quality improvement activities
- Participate in professional and performance development activities and remain up to date on current knowledge and skills related to the position
- Represent SWSPHN on relevant committees as required

Core Capabilities

Communicate Effectively	Communicate clearly and respectfully, actively listen to others whilst keeping an open mind and respond with respect.	Inspirational
Commit to a Customer Focus	Deliver a high level of stakeholder satisfaction in line with organisational objectives by understanding and striving to exceed expectations.	Capable
Learn and Adapt	Show a commitment to learning and seeking new ways to grow and develop by being inquisitive and adapting to change.	Capable
Embrace Technology	Maximise efficiency and effectiveness through understanding and using available technologies.	Capable
Work Together Collaboratively	Build diverse and positive relationships, working together to achieve a shared goal.	Capable
Value Diversity	Show respect for diverse backgrounds, experiences and perspectives.	Capable
Solve Problems	Identify and implement solutions to close gaps preventing optimal service delivery to our stakeholders.	Capable

Leadership and Management Capabilities

Lead and Develop People	Engage and motivate staff, recognise achievements and develop capability and potential in others.
Manage Change	Support, promote and champion change, and assist others to engage with change.
Shape Strategic Thinking	Communicate goals and inspire purpose and direction.
Achieve Quality Results	Manage resources effectively to achieve organisational objectives whilst applying sound financial and workforce planning principles.

Values

Support SWSPHN values:

- Trust – Maintain mutual respect for one another and act in good faith.
- Empathy – Gather insights and understandings of others' experiences.
- Courage – Strength to lead and innovate.
- Fairness – Make decisions free from bias and discrimination.
- Integrity – Behave honestly and accept personal responsibility for one's conduct.
- Optimism – Present a positive and constructive approach to future events.

Acknowledgement

As the incumbent of the position, I acknowledge the statement of duties, responsibilities and other requirements as detailed in this document. I acknowledge these are not intended to be an exhaustive list of the duties I may be required to perform, rather an indication of the kinds of duties that fall within the scope of the position. I acknowledge that the reporting structure may change over time, and it may affect this position.

Employee Signature	
Date	