

Advancing health for everyone, every day.

Could this be you?

Join the Royal Melbourne Hospital team





Position Description

Internal Communications Advisor





THE ROYAL MELBOURNE HOSPITAL

The Royal Melbourne Hospital (RMH) began in 1848 as Victoria's first public hospital. And while we only had 10 beds to our name, we had the community of Melbourne behind us, and we were ready to provide the best possible care for those in need.

Since those early years, we've moved forward with purpose. Always at the forefront, leading the way on improving the quality of life for all.

Today the RMH is one of the largest health providers in the state, providing a comprehensive range of specialist medical, surgical, and mental health services; as well as rehabilitation, aged care, outpatient and community programs.

Our reputation for caring for all Melburnians is as essential to who we are as any scientific breakthrough we make. We're here when it matters most, and we'll continue to be the first to speak out for our diverse community's wellbeing.

OUR VISION

Advancing health for everyone, every day.

THE MELBOURNE WAY

At the RMH we're inspired by our vision of Advancing health for everyone, every day. While we're each going about our different roles, we're united by a shared understanding of the way we do things around here. We call it the Melbourne Way. We put people first — leading with kindness and working together, we excel as one Royal Melbourne Hospital.

People First



Lead with Kindness



Our care and compassion sets True excellence is only possible





People are at the heart of everything we do. We take the time to us apart. We lead the way with when we work as one Royal understand how we can make the a respectful, inclusive spirit — Melbourne Hospital community. most positive difference for them. embracing the things that make us all Through collaboration, we set the highest of standards and achieve our unique. goals.

OUR PRIORITIES

The RMH Strategic Plan: Towards 2025. Advancing health for everyone, every day is our plan for the future one which we are committed to achieving together. This position contributes to the achievement of the five Strategic Goals, articulated in the plan:

- 1. Be a great place to work and a great place to receive care
- 2. Grow our Home First approach
- 3. Realise the potential of the Melbourne Biomedical Precinct
- 4. Become a digital health service
- 5. Strive for sustainability





Position Description

Position Title: Internal Communications Advisor

Service: Communications

Location: The Royal Melbourne Hospital – Elizabeth St

Reports To: Internal Communications Manager

Enterprise Agreement: 3. Health and Allied Services, Managers and

Administrative Workers (Victorian Public Sector) (Single Interest Employers) Enterprise Agreement 2021-2025

Classification: HS4

Employment Status: Fixed term – fulltime until March 2027

Immunisation Risk Category: Category C

Date of Review: December 2026

POSITION SUMMARY

The Royal Melbourne Hospital (RMH) is looking for a talented and motivated Internal Communications Advisor to be part of our Communications team.

Reporting to the Internal Communications Manager, you will be responsible for advising on internal communications projects to ensure accurate, timely and useful information is provided to health service staff, patients and the RMH community; supporting change management projects, and; helping strengthen our reputation from the inside out by focussing on success, recognition and building culture. This role requires:

- a proven ability to deliver high-quality communications programs in complex environments
- the ability to provide best-practice communications advice
- the ability to create high-quality content across various mediums and channels
- a proven ability to work collaboratively and build strong working relationships with key stakeholders

You will enjoy working in a fast-paced environment, delivering integrated communications strategies, and support our drive for excellence through ideas and innovation.

You will have relevant qualifications in marketing, PR, journalism or communications and three to four years' experience within the communications sector. We are looking for just the right person who wants to take the next step in their career to create content for a variety of communications channels to inform and engage our people - internally and externally - and work with a fantastic team.





This role will work with professionals in similar roles across Victoria's health network and, more closely, the Victorian Department of Health and communications teams within the Melbourne Biomedical Precinct. A collaborative mindset and a willingness to build relationships with peers will be a crucial success factor.

All members of our communications team share a seven day, on-call media roster (usually every six weeks, 6am – 9pm for media enquiries and 24/7 for internal communications support) and share responsibility for the management of regular media queries. The dynamic nature of the Communications team means you will also need to be ready to pitch and support each other across major events, whether they are internal or external. You may also need to be available after business hours and on weekends to support events and media announcements.

We work hard to foster a strong team environment within Communications, including content huddles, strong idea sharing and the opportunity for everyone to have their voice. We're a small team with a big opportunity to make a positive impact on our workforce and showcase our people and services to our community.

KEY ACCOUNTABILITIES

- · Speak up for safety, our values and wellbeing
- Lead, plan, develop and deliver internal communications campaigns and content, for key strategic and operational projects, across various mediums and channels
- Work with fellow members of the Communications team to implement new and innovative ways of promoting our health service across internal channels
- Build relationships and seek good news stories from the business. Pitch story and campaign ideas at team meetings that can be amplified across internal and external channels
- Participate in a Communications team on-call media roster and assist in responding to media and other enquiries, when required
- Take reasonable care for your safety and wellbeing and that of others.
- Work in your scope of practice and seek help where required.

- Work in partnership with consumers, patients and where applicable carers and families.
- Work collaboratively with colleagues across all RMH teams.
- Continue to learn through mandatory training and other learning activities.
- Seek feedback on your work including participation in annual performance discussion.
- Speak up for safety, our values and wellbeing.
- Prioritise wellbeing and ensure safe work practices are developed and adhered to in their area.
- Respect that the RMH is a smoke-free environment.

KEY RELATIONSHIPS

Internal

- The RMH Executive
- People and Culture
- The RMH employees

External

- · Victorian Department of Health
- Melbourne Biomedical Precinct, including the Royal Women's Hospital and Peter MacCallum Cancer Centre





KEY SELECTION CRITERIA

Formal Qualifications:

Relevant qualifications in communications, journalism, marketing or public relations

Essential:

- Commitment to live the Melbourne Way putting people first, leading with kindness and achieving excellence together.
- Three to four years' experience working in a communications role
- A track-record of developing and implementing communications strategies
- A track-record of curating, developing and repurposing engaging and audience-specific content for various communications channels and audiences
- Outstanding copywriting and editing skills
- Working knowledge of current social media and digital communication tools, rules, processes and procedures
- A proven ability to translate technical projects into strong, engaging communications that support organisational change
- A proven ability to plan and organise your own work to meet deadlines
- · A proven ability to work with project stakeholders to deliver clear, strategic communications and advice
- A willingness to work as a team
- · Working with Children Check

Desirable:

- Video editing, graphic design and brand knowledge, including use of Adobe Premiere Pro, Adobe Photoshop and Canva
- Office365 experience, particularly using SharePoint
- · Ability to build online communities and familiarity with internal social enterprise platforms
- Media relations experience

KEY PERFORMANCE INDICATORS

Your performance will be measured through your successful:

- Demonstration of the RMH values: people first, lead with kindness and excellence together
- · Achievement of portfolio-specific strategic goals and priorities
- · Assisting staff with problems, and recommend action to be taken
- Liaising with staff up to department head to obtain and present information
- Fostering of stakeholder relationships
- Participation in and satisfactory feedback through the annual performance review process
- Ability to maintain a safe working environment and ensure compliance with legislative requirements
- Quality and completion of communications advice and strategies
- Self-management to ensure activities are carried out efficiently and effectively





AT THE RMH WE:

- Aim to provide a working environment that is safe and without risk to the health, safety and wellbeing of all employees, patients and consumers, and visitors.
- · Speak up for patient, consumer, colleague and visitor safety, escalating issues if required.
- Deliver Safe, Timely, Effective, Person-centred Care (STEP) in line with our clinical governance framework.
- Are an equal opportunity employer, committed to providing a work environment free of harassment and discrimination. We promote diversity and inclusion in the workplace.
- Work in accordance with relevant policies, procedures, standards and legislation including those related to clinical or competency requirements, risk management, discrimination, equal opportunity and health safety and wellbeing.

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Date

| I acknowledge and accept that this position description represents the duties, responsibilities and accountabilities that are expected of me in my employment in the position. I understand that the RMH reserve the right to modify position descriptions as required, however I will be consulted when this occurs. | | | | | | | | | |
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| Employee Signatu | ıre | | | | | | | | |
| Employee Name (| please print) | | | | | | | | |
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