



Position Title	Marketing and Communications Officer
Location	Yarrabah
Employment status	Full Time
Position reports to	General Manager
Date of Approval	September 2021

About Gurriny Yealamucka (Gurriny)

Gurriny Yealamucka Health Service (Gurriny) is an incorporated Aboriginal community-controlled health organisation. The core business of Gurriny is to provide a culturally sensitive multi-purpose primary health care service and to implement the Yarrabah Health Strategic Plan through the Yarrabah Health Framework Agreement in partnership with Queensland Health, Yarrabah Aboriginal Shire Council & Commonwealth Department of Health & Ageing.

Further information about Gurriny can be obtained from the website at <https://www.gyhsac.org.au/>

Our Vision

As the Community Controlled Health Services will lead the advancement of equitable health outcomes for the people of Yarrabah.

Our Mission

Gurriny Yealamucka Health Services will “Close the Gap” through progressing quality health care services that are underpinned by gold standard governance business practices.

Our Values

- **Quality of Service** – valuing the responsibility of providing a quality holistic health service and will maintain a high standard of care across all levels of the organisation.
- **Leadership & Innovation** – strong Leadership ensuring the delivery of innovative holistic health solutions.
- **Commitment** – strives to provide commitment to all levels of the organisation’s business and in its capacity to support the Yarrabah Community.
- **Accountability** – enacting the principles of governance, self-determination and sovereignty guided by the Yarrabah community & stakeholders.
- **Teamwork & Partnerships** – as an essential component of successful service delivery and advocates for equitable productive partnerships.

About the program area

The Chief Executive Officer (CEO) is the highest-ranking executive at Gurriny, whose primary responsibilities include making major corporate decisions, managing the overall operations and resources of Gurriny. The CEO acts at the main point of communication between the Board of Directors, employees and the community of Yarrabah.

About the team

The CEO's office is responsible for:

- Communicating on behalf of the Board of Directors and Gurriny staff with stakeholders, government entities, governing bodies and the public
- Leading the development of Gurriny's short- and long-term strategy
- Creating and implementing Gurriny's vision and mission
- Evaluation the work of the Senior Management team
- Maintaining awareness of expansion opportunities, industry developments, etc.
- Ensuring Gurriny maintains high social responsibility wherever it does business
- Assessing the risks to Gurriny and ensuring they are monitored and minimised
- Setting strategic goals and making sure they are measurable and reported

About the Position

The Marketing and Communications Officer is responsible for the implementation of Gurriny's Communication's plan, strategies and policies, including website and social media interactions with members, Yarrabah community, government, media and other key stakeholders to ensure effective, targeted and credible messaging and branding of Gurriny.

This position reports to the General Manager for supervision, workload management and for Performance Planning and Review (PPR).

Key responsibilities include

Marketing and Communications

- leveraging new and existing partnerships and relationships as a network to implement marketing and communications objectives to maximise reach and impact
- liaising and building relationships with key stakeholders and government agencies
- implementation of marketing and communication plans to support Gurriny's Strategic Plan and health promotion initiatives
- manage and moderate key marketing and communication channels including Gurriny's website, social media and other digital platforms
- track and report on performance of marketing and communications activities for Gurriny
- deliver high quality communications to support Covid-19 communications to Yarrabah community
- develop information for the Yarrabah community on the importance of complying with COVID-19 Safe practices and plans
- production and management of resources and materials to market and promote Gurriny at the local, regional and state level
- coordinate and effectively implement promotional activities and events to support Gurriny's health and wellbeing campaigns
- mentor, training and capacity build individual teams within Gurriny to take ownership of their health promotion activities

Digital Platforms and Publications

- develop and implement social media strategies to reach core internal and external stakeholders including the management of a campaign calendar
- develop and implement new digital platforms to be used by different stakeholders to promote better health outcomes in Yarrabah
- provide regular analysis and reporting of social media activities and website usage
- develop and implement traditional and digital publications that reflect and enhance the Gurriny's image, engage and inspire the community to take charge of their health and wellbeing
- design and place advertisements as required to support marketing and recruitment strategies

Stakeholder Engagement

- development of strategies to engage key stakeholder groups including NGOs, government and community as required
- act as an interface to effectively handle general enquiries relating to communications and marketing matters and effective implementation of Gurriny's communications strategies
- provide written and oral reports as required, detailing project performance of communication and marketing efforts and showing areas of success and deficiency

Team Work

- Knowledge and understanding of Aboriginal and Torres Strait Islander societies and cultures from an historical and contemporary perspective, including the ability to communicate effectively and credibly to ensure their views are incorporated into health planning particularly in the Yarrabah Community
- Demonstrated understanding and commitment to the principles of the Aboriginal community-controlled health sector in Yarrabah and the concept of comprehensive primary health care in an Aboriginal setting
- Personally, demonstrates through consistent behaviors. understanding of, respect for and compliance with the principles of Aboriginal community control
- Ensure compliance with occupational health & safety, equal employment opportunity and associated Gurriny policies
- Contribute and collaborate in a professional, positive and transparent manner in the planning and development of Gurriny
- Add value and knowledge to the successful integration of clinical and social support teams across Gurriny to ensure a holistic model of care
- Participate in approved development initiatives to maintain and extend knowledge and skill base required for effective performance
- Mentor and manage staff by providing coaching, regular feedback, and establishing goals through individual development plans
- Communicates effectively and openly in the workplace
- Complete tasks in a timely manner and meeting all deadlines

Quality Assurance

- Participate in all quality assurance processes including external and internal surveillance audits, document reviews and meetings etc
- Participate in ongoing and systematic quality improvement efforts and identify opportunities for improvements, and facilitate outcomes to bring about change
- Participate in AGPAL, ISO, LogiQC Training and education courses

- Ensures tasks identified in the Quality Management System (LogiQC) are completed within the required deadlines

External Relationships, Representation and Management

- Maintains relationships with other health service providers and may be asked to assist with negotiations for partnerships to improve primary health care delivery and address the determinants of health
- Represents Gurriny at meetings, conferences and workshops where required in consultation with the Senior Management Team
- Enhances the public image of Gurriny in the community

Professional conduct

- Undertake activities to develop and maintain own professional knowledge and skill and maintain awareness of current HR & WHS best practice clinical and risk management
- Practice in accordance with guidelines as outlined by legislation and Gurriny Policies and Procedures
- Practice in own capabilities and qualifications
- Maintain accurate and legally acceptable records, ensuring the security of documentation at all times
- Respect and maintain confidentiality
- Respect cultural diversity and traditional Aboriginal practices
- Support good governance decision-making through the provision of timely and accurate information
- Build a positive image of Gurriny Health Service by representing and promoting Gurriny and its initiatives externally, ensuring consistent messages are delivered in line with agreed strategies

To ensure job flexibility the successful appointee may be required to:

- perform any other duties as nominated by the Gurriny consistent with the relevant classification descriptors detailed in the Enterprise Agreement. Staff undertaking any new duties will receive training
- participate in job rotation or multiskilling in consultation with their supervisor
- work across multiple sites will be required

Required Training, Licences, Registration and Additional Factors

- Current Driver's License
- First Aid Certificate or ability to obtain one
- Applicants must be in possession of a valid Positive Notice Blue Card issued by the Commission for Children Young People and Child Guardian
- Applicants must have a current Police check or be prepared to undertake one prior to commencement of employment
- Some work out of hours may be required from time to time
- You may be required to work in and /or support other organisational business/service functions as required
- Gurriny has a 6-month probation period for new employees

Location

Bukki Road

Selection Criteria

1. Bachelor Degree in Business/Marketing or related field
2. Minimum 5 years' experience in managing a marketing/communications function
3. Ability to be flexible, adaptive, and proactive, and agile to the changing needs of the organisation and working within tight timeframes
4. Experience in developing clear and engaging content for publications such as newsletters, surveys, annual reports
5. Experience in a professional capacity in writing for online platforms and website content management systems
6. Strong writing skills including a proven ability to write media briefings and content for online/social media channels, website, and printed resources
7. Demonstrated experience in managing websites including monitoring performance, trends and reporting using web analytics tools and a good knowledge of principles of Search Engine Optimisation (SEO)
8. High level of computer literacy including Microsoft Office software

Other duties

Please note this job description is not designed to cover or contain a comprehensive listing of activities, duties or responsibilities that are required of the employee for this job. Duties, responsibilities and activities may change at any time with or without notice.