

Position Description

Position Title	Director, Corporate and Community Affairs
Position Number	30008894
Division	Strategy and Community Affairs
Department	Corporate and Community Affairs
Enterprise Agreement	Health And Allied Services, Managers and Administrative Workers (Victorian Pub Sector)(Single Interest)EnterpriseAgreement 2021-2025
Classification Description	Administrative G7
Classification Code	HS7
Reports to	Chief Strategy and Community Affairs Officer
Management Level	Tier 2 - Director Operations Managers
Staff Capability Statement	Please click here for a link to staff capabilities statement
Mandatory Requirements	<ul style="list-style-type: none"> . National Police Record Check . Working with Children Check . Drivers Licence . Immunisation Requirements

Bendigo Health

Bendigo Health is a leading regional health service, learn more about us by visiting our website: [Bendigo Health Website - About Bendigo Health](#)

As an organisation we are committed to delivering safe, inclusive and high-quality care to our diverse communities across the Loddon Mallee Region. We value and respect the unique backgrounds, cultures and experiences of the people we serve and those who work with us.

We are a proud child safe organisation, dedicated to the safety, wellbeing and voice of all children and young people. We are committed to creating a culturally safe and welcoming environment where Aboriginal and Torres Strait Islander peoples—adults, children and families—are respected, supported and empowered to express and celebrate their culture.

Our Vision

5-Year

To be a trusted regional healthcare service recognised for delivering exceptional care, being a great place to work, and being deeply connected to our community.

10-Year

To be a leading regional tertiary health service - delivering both specialist and generalist care, underpinned by academic excellence, clinical research, and innovation - driving improved health outcomes in partnership across the Loddon Mallee.

Our Values

PASSIONATE – We are passionate about doing our best – for our patients, our colleagues and our community.

ACCOUNTABLE – We take ownership of our actions and outcomes, always striving for integrity and improvement.

CARING – We care deeply for our community – and our community cares for us. Compassion is at the heart of everything we do.

TRUSTWORTHY - We are open, honest and respectful in all that we do – earning the trust placed in us every day.

The Position

The Director, Corporate and Community Affairs is a senior leadership role responsible for shaping, protecting, and advancing the strategic positioning and public profile of Bendigo Health. Reporting to the Chief of Strategy, the position leads the development and implementation of integrated communications, media, government relations, and community engagement strategies aligned to the organisation's Strategic Plan and Operational Plans.

The role is accountable for ensuring consistent, high-quality internal and external communications that support organisational priorities, enhance stakeholder trust, and promote Bendigo Health as a leading regional health service. The Director plays a pivotal role in enabling organisational objectives through messaging, brand stewardship and proactive media management, while strengthening engagement across community, government, and workforce audiences.

Accountabilities

The Director, Corporate and Community Affairs:

- **Reports to:** Chief of Strategy
- **Maintains strong working relationships with:**
 - Chief Executive Officer
 - Chief Legal Officer
 - Executive Leadership Team
 - Operational Directors
- **Leads a team comprising:**
 - Senior Corporate Affairs Officer – Media
 - Senior Corporate Affairs Officer – Communications
 - Senior Corporate Affairs Officer – Public Health

The position is accountable for leading the Corporate and Community Affairs function, ensuring alignment with organisational strategy, and delivering effective communication, media, and engagement outcomes across all stakeholder groups.

Responsibilities

The Director, Corporate and Community Affairs will:

- Lead and manage the Corporate and Community Affairs team, fostering a high-performance, collaborative and accountable culture
- Develop and implement a comprehensive communications and media strategy aligned to the Strategic Plan
- Provide operational advice to the Chief of Strategy, CEO and Executive on communications, media management and government relations
- Oversee proactive and reactive media management, including crisis and issues communication
- Build and maintain strong relationships with key media outlets, government stakeholders (local Members of Parliament and Department health – Communications) and community partners
- Lead the development and delivery of internal and external communications across all media channels (digital, TV, radio, print, social, intranet, publications)

- Oversee brand governance, ensuring consistency and adherence to corporate identity and style guidelines
- Direct the preparation of high-quality publications including annual reports, newsletters, media releases and promotional materials
- Manage digital presence including website, intranet and social media platforms to ensure accuracy, relevance and engagement
- Partner with Divisional Chiefs and People and Culture to support workforce attraction, retention and organisational culture initiatives
- Oversee public health communication strategies, working closely with the Public Health Unit to support community health messaging
- Support major organisational initiatives, events (Bendigo Health Week), launches and press conferences, including after-hours requirements where necessary
- Strengthen regional collaboration through engagement with the Loddon Mallee Health Network and other stakeholders
- Develop capability within the team, including mentoring, training programs and professional development
- Drive continuous improvement in communication practices, tools and channels across the organisation
- Ensure all communications comply with relevant legislation, policy and governance requirements

Key Selection Criteria

Essential

1. Minimum of five years' experience in senior communications, media or corporate affairs roles
2. Demonstrated capability in developing and executing communication and media plans in complex organisations
3. Experience in crisis communication and media management in complex environments
4. Written, editorial and content development skills across a range of platforms and audiences
5. Proven ability to manage multiple priorities and deliver outcomes under pressure and to tight deadlines
6. Demonstrated experience in digital communications, including website management and social media platforms
7. Interpersonal and stakeholder engagement skills, with the ability to influence at executive and board level
8. Proven leadership capability, including experience managing and developing teams
9. Demonstrated ability to operate in environments of change and ambiguity

Desirable

10. Tertiary qualification in communications, public relations, media, journalism or a related discipline
11. Experience working within the health sector
12. Experience in government relations and stakeholder management within a regulated environment
13. Familiarity with regional health service environments
14. Understanding of legislative and reporting requirements relevant to health sector communications (e.g. annual reporting)

Generic Responsibilities

All Bendigo Health staff are required to:

- Adhere to the **Victorian Government's Code of Conduct**
- Uphold **Occupational Health and Safety** responsibilities, including self-care, safeguarding others, and participating in safety initiatives and reporting.
- Comply with all **Bendigo Health policies and procedures**, including those related to clinical, managerial, and standard work practices.
- Follow **Infection Control** procedures to prevent cross-contamination and ensure the health and safety of all.
- Maintain **strict confidentiality** regarding all organisational, patient, and staff information.
- Engage in **continuous quality improvement** activities aligned with the National Safety and Quality Health Service Standards (NSQHSS).
- Recognise and respect **diversity**, fostering inclusive practices in the workplace and service delivery.
- Support research activities in alignment with the National Clinical Trials Governance Framework to ensure high-quality, safe, and ethical clinical trials and research practices across Bendigo Health
- Staff must carry out all lawful and reasonable directions and comply with relevant professional standards and ethical codes.
- Safeguard children and young people in our care, by ensuring that your interactions are positive and safe, and report any suspicions or concerns of abuse by any person internal or external to Bendigo Health.
- Maintain ability to perform the inherent requirements of this role. Inherent requirements are the essential tasks necessary to perform this role, including reasonable adjustments. Bendigo Health is committed to a safe workplace that supports all employees. The role may require specific physical and cognitive abilities, which can be discussed with the manager during recruitment or at any time. We understand that personal circumstances can change and impact your ability to meet these requirements; additional policies are available to guide you through this process. Please request the relevant procedures for more information.

All Bendigo Health sites, workplaces and vehicles are smoke free.

This position description is intended to describe the general nature and level of work that is to be performed by the person appointed to the role. It is not intended to be an exhaustive list of all responsibilities, duties and skills required. Any elements of this document may be changed at Bendigo Health's discretion and activities may be added, removed or amended at any time.