

Position Description

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| Position Title | Senior Adviser, Communications |
| Position Number | 30013211 |
| Division | Strategy and Community Affairs |
| Department | Communications |
| Enterprise Agreement | Health And Allied Services, Managers and Administrative Workers (Victorian Pub Sector)(Single Interest)EnterpriseAgreement 2021-2025 |
| Classification Description | Administrative G5 L1 – L5 |
| Classification Code | HS5 – HS33 |
| Reports to | Director of Communications |
| Management Level | Non Management |
| 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 • 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

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.

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 Senior Adviser Communications role is responsible for the implementation of communications plans that shape, protect and advance the strategic positioning and public profile of Bendigo Health. Reporting to the Director of Communications, the position leads the implementation of integrated communications, media, government relations, and community engagement strategies aligned to the organisation's Strategic Plan and Operational Plans.

The Senior Adviser Communications will implement Bendigo Health's high-impact media strategy, government relations plan and internal engagement strategies.

Accountabilities

The Senior Adviser Communications:

- Reports to: Director of Communications
- Maintains strong working relationships with:
 - Chief of Strategy
 - Chief Executive Officer
 - Executive Leadership Team
 - Operational Directors and Subject Matter experts
 - External stakeholders

Key Responsibilities

The Senior Adviser Communications will:

- Develop, implement and evaluate high-impact communication plans that support delivery of Bendigo Health's Strategic Plan, organisational priorities and major initiatives.
- Support the Director of Communications in strengthening and protecting Bendigo Health's brand, reputation and public profile through proactive communication, advocacy support and effective issues management.
- Provide leadership for internal communications and engagement campaigns, ensuring staff are informed, engaged and aligned with organisational priorities.
- Lead the planning and delivery of major communication projects, campaigns and organisational initiatives as directed by the Director of Communications.
- Oversee the production of high-quality communication materials, publications and design collateral, ensuring consistency with Bendigo Health's brand, tone, accessibility standards and approval processes.
- Lead the preparation, drafting and editing of key organisational publications and business-as-usual communications, including the Annual Report and other corporate reporting materials.
- Coordinate and support the delivery of major organisational events, launches, announcements and media opportunities, including Bendigo Health Week, in collaboration with relevant internal and external stakeholders.

- Monitor, report and evaluate communication activity, audience reach and campaign effectiveness to support continuous improvement, internal performance reporting and external reporting requirements, including to the Department of Health.
- Strengthen regional collaboration by supporting communication and engagement with the Loddon Mallee Local Health Service Network, partner health services and other key stakeholders.
- Drive continuous improvement in communication systems, tools, templates, channels and processes to improve consistency, quality and efficiency across the organisation.
- Ensure communication activities comply with relevant legislation, Bendigo Health policies, privacy obligations, governance requirements and public sector communication standards.
- Act as Director in the absence of the Director of Communications.

Key Selection Criteria

Essential

1. Relevant tertiary qualification in Communications, Marketing, Public Relations, or a related field; or minimum of five years' experience in a similar professional role.
2. Demonstrated ability to design and deliver communication strategies for large-scale projects.
3. Self-motivated with a proactive approach to work.
4. High level skill and experience in writing, design and editing
5. Proven experience in managing and growing media engagement for an organisation.
6. Experience in planning and delivering events, particularly media and government-related events.
7. Proficiency in Content Management Systems (CMS) for both intranet and public websites.
8. Strong time management skills with the ability to prioritise and deliver across multiple projects.
9. Excellent interpersonal communication skills

Desirable

10. Experience in public health communications
11. Experience working in regional and rural communities

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.