

## Position Description

Position Title	Senior Corporate Affairs Officer
Position Number	30009023
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 Grade 4
Classification Code	HS4
Reports to	Director Corporate and Community Affairs
Management Level	Non Management
Staff Capability Statement	Please click here for a link to <a href="#">staff capabilities statement</a>
Mandatory Requirements	<ul style="list-style-type: none"><li>• National Police Record Check</li><li>• Immunisation Requirements</li></ul>

## Bendigo Health

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

Our organisation is a child safe organisation, committed to the safety and wellbeing of all children and young people. All Aboriginal and Torres Strait Islander adults, children and families will be supported to express and be proud of their culture in an environment that is culturally safe and supported.

## Our Vision

Excellent Care. Every Person. Every Time.

## Our Values

CARING – We care for our community,

PASSIONATE – We are passionate about doing our best,

TRUSTWORTHY - We are open, honest and respectful

## The Position

The role will help strengthen the Loddon Mallee Public Health Unit (LMPHU) brand both internally among staff and externally across the broader community.

This role contributes to internal and external communication activities and is central to the success of a wide range of public health projects and initiatives across the Loddon Mallee region.

## Responsibilities and Accountabilities

The Senior Corporate Affairs Officer will support the Loddon Mallee Public Health Unit (LMPHU) to become a trusted voice on public health and population health issues.

The position is responsible for developing and delivering effective communication strategies for projects such as preventable and notifiable conditions, emergency incidents and environmental risks.

Ensuring all public health communications activities align with the Bendigo Health Strategic Plan, the position also collaborates with media and communications staff in the Department of Health and other agencies to coordinate timely and effective public health messages serving diverse communities living across the Loddon Mallee region.

## Key Responsibilities

- Develop and deliver high-impact communication plans for LMPHU projects including (but not limited to):
  - Preventable and notifiable conditions
  - Emergency incidents and environmental risks
  - Promoting healthy, resilient communities and reducing the burden of disease in our region
- Oversee public health communications and marketing, ensuring material is consistent with corporate branding, public health priorities, Department of Health requirements and the Bendigo Health Strategic Plan.
- Strengthen media engagement and expand the LMPHU across media channels through developing relationships with key local media contacts in the Loddon Mallee region.
- Arrange media interviews and provide up to date public health information for spokespeople including the Board Chair, CEO and senior leaders in the LMPHU.
- Maintain the Loddon Mallee Public Health Unit page of the Bendigo Health website.
- Produce multimedia materials with relevant public health messaging that target specific stakeholder and community groups such as the LMPHU Update, case studies and reports, information flyers, social media tiles, videos and imagery.
- Monitor, report, and evaluate communication activities and audience reach to support both internal performance tracking and external outcomes reporting to the Department of Health.
- Provide communications support to special projects and internal campaigns as needed.
- Participate in staff development and ongoing training.

## 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

1. Experience in public health communications
2. 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.
- 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.*