

# Position Description

Position Title	Training Programs Communications Officer	Reporting to	Training Programs Lead
Business Unit	Education	Direct reports	Nil
Classification	Level B	Date	September 2022

## Our Organisation

The Royal Australian College of General Practitioners (RACGP) is the voice of General Practitioners (GPs) in our growing cities and throughout rural and remote Australia. For more than 60 years, we've supported the backbone of Australia's health system by setting the standards for education and practice and advocating for better health and wellbeing for all Australians.

We cultivate a stronger profession by helping the GPs of today and tomorrow continue their professional development throughout their careers, from medical students and GPs in training to experienced GPs. We develop resources and guidelines to support GPs in providing their patients with world-class healthcare and help with the unique issues that affect their practices. We're a point of connection for GPs serving communities in every corner of the country.

Australia's GPs see more than two million patients each week, and support Australians through every stage of life. The scope of general practice is unmatched among medical professionals, so the RACGP supports members to be involved in all areas of care, including aged care, mental health, preventative care and Aboriginal and Torres Strait Islander Health.

Patient-centred care is at the heart of every Australian general practice and at the heart of everything we do.

## Our Values

RACGP Employees are expected to uphold our workplace values:



**Progressive leadership** Forward thinking and proactive leaders who lead by example and empower employees to create and drive innovation



**Quality** Honouring our Organisational Vision and Mission Statement by constantly striving for excellence in service delivery and advancement in the field



**Ethics** Committed to acting with morality, integrity and transparency in serving the best interests of all stakeholders



**Professionalism** Dedicated professionals who respect and collaborate with others and are fully accountable for their actions.



## Your Team

The Education Services Division supports the RACGP in the delivery of its strategic goals for Education. The aim is to deliver excellence in career-long education, training and assessment for GPs.

The Education Services Division:

- Develops key documents such as the RACGP Curriculum for Australian General Practice, the Standards for general practice training, the Competency profile of the Australian general practitioner at the point of Fellowship and the Education Services policies. Together these provide an overarching framework for the development of education, the delivery of training and the conduct of assessment at all stages of the trainee's journey in general practice.
- Via its committee structure and clinical staff, provides mechanisms to access current, high quality advice from working GPs and subject matter experts on the RACGP's educational operations, policies, and future directions.
- Develops and delivers assessments which control entry to the profession, selection into a training pathway, and admission to Fellowship.
- Develops and delivers educational resources to support all stages of career-long learning, based on national and international evidence and developments in best practice.
- Incorporates the operations of RACGP Rural including Rural Generalist training.
- Assesses eligibility and selection for entry into one of the RACGP training programs i.e. AGPT and PEP
- Assesses the eligibility and provisioning of Medicare Provider Number (MPN)
- Assesses eligibility for RACGP assessments, examinations, and Fellowship.
- Assesses specialist international medical graduates in general practice for entry to the Medical Board of Australia's specialist pathway.
- Provides independent adjudication about exceptional circumstances related to progression of individual candidates or applicants
- Maintains the RACGP's accreditation as a specialist medical college with the Australian Medical Council
- Deliver on key milestone reports to Department of Health, AHPRA as required.
- Maintains collaborative relationships with key AGPT program, RVTS and PEP stakeholders.
- Accredits, monitors and supports GP training providers against Standards for GP Training.
- Manages and administers the Academic Post and Education Research Grant programs.
- Supports training providers in the provision of remediation of GP registrars and provides advice to RACGP Fellows to return to practice or manage AHPRA conditions and undertakings.
- Leads Quality Improvement initiatives across both ES and FP divisions, with relevant collaborations with other RACGP functional areas.
- Creates personalised experiences, products and services that are meaningful to our members.
- Gives members the tools and services they need to thrive.

## Your Role

The Training Programs Communication Officer reports directly to the Training Programs Lead and is responsible for the timely coordination and execution of effective and efficient communications to applicants, participants and stakeholders, including the application of solutions to predictable problems. You will work closely with several teams in the RACGP including Marketing, Information Technology, Publications, and those in the Education Services division, to deliver campaigns and ensure correct content is distributed and accessible.

This role will accredit specific online educational content for the delivery of Training Programs to GPs and build courses on the RACGP's Learning Management System for participants to access. You will also demonstrate a detailed technical understanding of the RACGP's email marketing system, and identify, analyse and evaluate information from a range of sources. You will take responsibility for your own outputs in relation to specific quality standards.

## Key Responsibilities

- Maintain and coordinate the communications schedule for Training Programs (and other teams as required), including end-to-end management of electronic direct mail marketing (EDMs) and ensure all deadlines are met in line with RACGP marketing and communication plans, procedures and policies.



- Webpage management: continually enhance and build on all Training Programs related webpages to ensure optimal functionality and simplicity for users.
- Support the development, review and update of online and offline resources and activities to engage applicants, participants, and training organisations, including guidelines, forms, worksheets, webinars, and digital communications.
- Support the RACGP Marketing team in initiation and delivery of marketing campaigns related to Training Programs.
- Accredit educational content for the training programs and maintain/build online modules on the RACGPs Learning Management System.
- Support the delivery of the operational events of the Training Programs team including ICSA, Program Agreements, and the Exam Preparation term, involving the collection of data through Litmos and Qualtrics report generation.
- Assist in improvement and succession planning through establishment of operational processes, taking feedback from stakeholders and analysing outcomes.
- Maintain a comprehensive archive of all training resources and communications in the electronic document management system, adhering to confidentiality principles and in accordance with the Privacy Act.
- Contribute to achieving communication objectives by guiding and coaching team members and communicating with other areas/teams to coordinate broader organisational outcomes.
- Provide administrative support to the Training Programs team when required including data collection and analysis, member engagement and the delivery of milestones.
- Develop positive and collaborative working relationships with internal and external stakeholders.
- Participate in the RACGP annual performance review cycle
- In consultation with Manager, deliver agreed Work Performance Goals.
- Other duties as required.

## Qualifications and Experience

### Essential

- Accredited training in business, communications, project coordination or other relevant qualification
- Demonstrated experience in a diverse administration role within a large-scale complex organisation.
- High attention to detail.
- Strong copywriting and written communication skills and an understanding of writing for a range of audiences and channels.
- Strong internal and external stakeholder management skills.
- Experience liaising with a range of internal and external stakeholders with the ability to build effective working relationships.
- Demonstrated experience in digital marketing such as email marketing, web content administration and b2b and b2c campaign delivery.
- Previous experience working with government or education/tertiary organisations
- Proficiency in using cloud-based Microsoft Office Suite.

### Highly Desirable

- A degree in business, communications, project management or other relevant qualification
- Experience working with Learning Management Systems.
- Experience in a marketing or communications role in the health and/or education sectors.
- Experience as an Education Activity Representative.
- Previous experience in a marketing or membership role at healthcare organisation

## Your Relationships

Your role requires interaction with internal and external stakeholders including:

### Internal:

- General Manager, Education Services
- Training Programs Manager

- eDM Systems Specialist
- Clinical Leads
- Information and Data Systems Manager
- Senior Marketing Specialist
- Web Content Assistant

**External:**

- Regional Training Organisations
- Remote Vocational Training Scheme Ltd
- Health Workforce Division, Department of Health
- Rural Workforce Agencies (RWAs)
- General Practice Registrars' Association (GPRA)
- Australian universities
- Vendors and suppliers