



Position Title	National Manager, Media & Communications	Reporting to	Head of Content & Communication
Department	Media & Communications	Direct reports	4 employees
Classification	SMB 1	Employment Status	Full-Time (1.0 FTE)
Position Number	100699	Date	June 2019

The Organisation

The Royal Australian College of General Practitioners (RACGP) is Australia's largest professional membership body for general practitioners (GPs). We represent more than 40,000 members including urban and rural GPs, medical students and registrars.

The RACGP's mission is to support GPs in improving the health and wellbeing of all Australians, "Healthy Profession. Healthy Australia." We provide skills and knowledge assessment, educational training and ongoing professional development for practicing GPs. We develop resources and guidelines, help GPs with issues that affect their practice, support research to link members with the latest advancements in the field and advocate on behalf of the general practice profession to set and maintain standards of high quality health care for Australians.

Our Values

RACGP staff are expected to uphold our workplace values:



Progressive leadership Forward thinking and proactive leaders who lead by example and empower staff 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 Media and Communications team is part of the Content & Communication division, led by the Head of Content & Communication. This division sits within the RACGP Membership department.

The Media & Communications team is responsible for:

- Strategic internal and external communications
- Public relations and helping to build and protect the reputation of the RACGP
- Maintaining key messages
- Supporting the RACGP's political advocacy efforts
- Media and spokespeople relations
- Issues management
- Assisting where appropriate with digital content creation, alongside other teams dependent on content
- Social media monitoring and engagement
- shareGP administration (member communication platform)

Your Role

The National Manager Media & Communications plays a key role in driving an organisation-wide approach to strategic internal and external communications, issues management and media relations; developing content that best aligns with the needs of RACGP members and stakeholders.

Key Responsibilities

- Develop and oversee the implementation of internal and external communication strategies for the RACGP
- Lead and manage the Media & Communications team to drive engagement and effective performance
- Proactively source and develop compelling written and digital content including news stories, opinion pieces and reports to be shared across RACGP platforms
- Lead the development of an issues management process for the RACGP and oversee its implementation.
- Oversee media relations for the RACGP (including proactive and reactive media management, training and oncall arrangements)
- Oversee the development and implementation of a social media strategy for RACGP accounts, including Twitter, Facebook, LinkedIn and RACGP Workplace.
- Proactively contribute to the messaging within the RACGP brand awareness campaigns and tactical campaigns
- In conjunction with publications, oversee the development and production of a range of RACGP publications including the annual report
- Develop, roll out and champion an organisational framework and best practice policy for all digital communications content
- Collaborate with departments to improve understanding of their areas of work and strengthen communications
- Provide strategic leadership and direction in the preparation and implementation of internal and external communications initiatives
- Consult with and provide sound practical and strategic advice to Head of Content & Communication, and the senior leadership team (SLT) as required, on communications matters to enhance the profile and reputation of the RACGP.

Environment, Health and Safety

1. Complies with the RACGP OH&S policies and procedures
2. Takes reasonable care for the safety of his/her own health and safety and that of other people who may be affected by their conduct in the workplace
3. Seeks guidance for all new or modified work procedures to ensure that any hazardous conditions, near misses and injuries are reported immediately to the Manager
4. Participates in meetings, training and other environment, health and safety activities
5. Does not wilfully place at risk the health or safety of any person in the work place
6. Does not wilfully or recklessly interfere with or misuse anything provided in the interest of environment health and safety or welfare
7. Cooperates with the College in relation to activities taken by the College to comply with OH&S and environmental legislation.

Equity, Diversity and Inclusion

1. Models and promotes appropriate behaviour in relation to equity and diversity principles and practices
2. Embraces RACGP's equity and diversity initiatives, strategies and implementations in staff equity/diversity related areas, promotion of staff equity and diversity policy/training and RACGP's Reconciliation Action Plan.

Your Relationships

Your role requires interaction with the following stakeholders:

Internal

- Media & Communications team
- Brand & Marketing team
- Content & Publications team
- Events & Experience team
- RACGP creatives
- RACGP Faculties
- Human resources
- Head of Content & Communication
- Members of the senior leadership team (SLT)
- Other internal stakeholders

External

- Advertising and creative agencies
- Online suppliers
- Communications staff in other health organisations
- Journalists
- Government contacts
- Other external stakeholders.

Key Selection Criteria

Experience, knowledge and skills

As a **suitable** candidate, you will have:

- Demonstrated ability to successfully lead, manage and develop a team
- Exceptional written and verbal communication skills
- Ability to influence, advocate and advise across all levels of the organisation, with clear communication and facilitation skills
- Ability to drive communication strategies to successfully engage members and key stakeholders
- Ability to write in an informed manner about complex matters of health policy
- Experience working independently in a fast paced communications & media environment
- Ability to plan, organise and prioritise in a fast paced environment
- Strong analytical and strategic skills with a proven ability to identify key issues, responses and messages in a communications context
- Strong media and issues management experience.

As an **ideal** candidate, you will **also** have:

- A strong understanding of digital communications channels and how they are used for different audiences
- Effective budget management skills
- Understanding of health policy and the general practice environment in Australia.
- Experience in and a strong understanding of the intricacies of working in a not-for-profit, government or membership organisation

Qualifications

As a **suitable** candidate, you will have completed:

A degree in policy, arts, health, communications, journalism or public relations (or equivalent)

As an **ideal** candidate, you will have completed:

A relevant post-graduate qualification

Workplace Behaviours

In your role, you are expected to:

Positively influence others

Take initiative

Focus on service

Make effective decisions

Be transparent

Be respectful

Be emotionally intelligent

Be flexible and adaptive

Strive for excellence

Demonstrate integrity

Be accountable

Collaborate

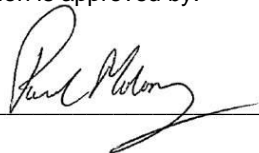
Declaration

I XXX acknowledge that I have read and understood the **National Media & Communications Manager** position description which forms part of my employment contract from the date of issue.

I accept that the Position Description may need amending and updating periodically due to changes in responsibilities and organisational requirements

Employee: _____ (signature) Date: _____

This Position Description is approved by:

H.R:  _____ (signature) Date: 17/06/2019