

# Position Description

Position Title	Programs Officer – Communications	Reporting to	Training Programs Lead
Business Unit	Education and Training	Direct reports	Nil
Classification	Level C	Date	October 2025

## 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 and Training business unit plays a critical role in ensuring that the RACGP has the right mechanisms to support, review, maintain and deliver standards for all aspects of a GP's training and education across the lifelong journey of General Practice.

The business unit delivers the GP Training programs to train medical doctors in general practice as a key component of the Department of Health's Australian General Practice Training (AGPT) and Rural Generalist Programs along with the RACGP's Fellowship Support Program (FSP), Specialist Practice Experience Program (PEP Specialist) and Practice Experience Program Standard (post education). Education and Training develops and maintains the curriculum and educational standards for these programs as well as the ongoing development and delivery of the RACGP's Continuing Professional Development (CPD) Home.

## Your Role

The Programs Officer - Communication 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 across the international training programs. The role works closely with the programs team and liaises with various other RACGP Departments including Marketing & Communications, Information Technology, Publications, and Education Services to ensure campaigns are delivered with the right content and are well distributed and accessible.

The role will deliver effective promotion of intakes for the International Training programs, together with effective case managed pre-fellowship communications.

This role will accredit specific online educational content for the delivery of Training Programs to GPs and help build courses on the RACGP's Learning Management System for participants to access. The role requires detailed technical understanding of the RACGP's email marketing system, and the ability to identify, analyse and evaluate information from a range of sources to deliver quality outcomes for current and prospective program participants.

## Key Responsibilities

- A Maintain and coordinate the communications delivery needs for Training Programs including end-to-end delivery 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: including but not limited to development, review and implementation of updates as directed for FSP, PEP Specialist, and Post Education.
- Development, review and update of online and offline resources and activities to engage applicants and participants including guidelines, forms, worksheets, webinars, and digital communications.
- Management of the implementation of programmatic changes for all areas including review and updating of all relevant areas of website to implement change, development of communications templates and schedules to effectively communicate with our Participants/Registrars.
- Management of all agreements for all programs including delivery via DocuSign including future implementation into RACGP contract management platform.
- Data management associated with all Program Agreements issued.
- Assistance with communications development to reflect the changing needs of FSP, PEP Specialist and the post education space.
- Liaise with the RACGP Marketing & Communications team in the initiation and delivery of marketing campaigns related to Training Programs.
- Review educational content for training programs and maintain/build online modules on the RACGP's Learning Management System.
- Identify opportunities to improve marketing communications to deliver a better registrar or participant experience in line with RACGP's member value pillars.
- Liaise with stakeholders, designers, service providers, agencies and suppliers.
- Assist in improvement and succession planning through establishment of operational processes, taking feedback from stakeholders and analysing outcomes.
- Monitor and measure the effectiveness of projects, campaigns and initiatives.
- 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 support 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.
- Comply with all relevant workplace policies and procedures.
- Other duties as required

## Qualifications and Experience

### Essential

- Demonstrated understanding of marketing, communication and brand management principles.
- Demonstrate a high degree of understanding of the communication planning/ creative development process.
- Excellent organisational and planning skills, with experience taking initiative and delivering multiple activities simultaneously.
- The ability to manage competing demands, work well under pressure and meet deadlines.
- Excellent written and oral communication skills, and ability to communicate complex matters in an easy to understand manner.
- Experience building stakeholder relationships, including liaising across all levels of an organisation.
- Excellent interpersonal skills and strong attention to detail.
- Evidence of having shown initiative, creativity and drive.
- A positive, can-do attitude.
- Proficiency in the Microsoft 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:

- Chief General Practice Training Officer
- National Rural Training Program Manager
- Training Programs Lead
- eDM Systems Specialist
- Clinical Leads
- Insights and Analytics Lead
- Senior Marketing Specialist
- Web Content Assistant

### External:

- 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