

Position Title	Production Manager	Reporting to	National Manager, Strategy & Performance
Division	Strategic Marketing & Communications	Direct reports	Production Coordinators x 2
Classification	D	Employment Status	Permanent
Position Number	TBC	Date	August 2021

## The 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 Australian's 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 Strategic Marketing & Communications division applies a member-first lens to the development and implementation of brand strategy and communication and marketing campaigns and initiatives. The division also applies creative multimedia and design solutions to promote RACGP member services, events, products and resources. The three teams within Strategic Marketing & Communications include Strategy & Performance, Marketing & Communications and Content & Creative. Collectively the division is responsible for:

- marketing, content and communication strategy
- brand strategy and profile-building
- strategic marketing campaigns
- internal and external communication strategy
- audience and consumer insights
- creative multimedia and design solutions
- content and product development
- corporate and public affairs
- supporting political advocacy and government relations efforts
- public relations and helping to build and protect the reputation of the RACGP and general practice
- media management and spokespeople relations
- member communications
- social media.

## Your Role

Smart and effective marketing, communication and content strategy, informed by insights, is central to helping the RACGP to achieve its mission to see general practice empower and enable a healthy Australia.

The Production Manager is responsible for determining the scope of projects, activities and collateral requests that come into the Strategic Marketing & Communications division, assessing alignment with strategic priorities, and for managing resources and timelines. The Production Manager works closely with project leads, production coordinators and graphic designers, and collaborates with stakeholders across all teams of RACGP.

Embodying exceptional client service, the Production Manager is skilled at negotiation, liaises across teams to deliver outcomes, and manages complex programs of work and their resourcing. With a focus on leading production processes and their continuous improvement, the Production Manager ensures that project squads are informed and resourced to deliver on objectives in the most efficient and effective ways.

Leading a team of two Production Coordinators, the Production Manager triages requests for Strategic Marketing & Communications from across the organisation, responds in alignment with strategic objectives and connects people to support the communication flow of production outcomes. The Production Manager has responsibility for specific initiatives and oversees the delivery of tasks undertaken by the Production Coordinators.

As the first point of call overseeing organisation-wide requests, the Production Manager advises stakeholders on RACGP strategic objectives, and communicates the division's approach to content creation, marketing, communications, news, media engagement, production and design. This role sits within the Strategy and Performance

team comprising experts in resource management, project management, audience and consumer insights, and utilising analytics and insights for better outcomes.

## Key Responsibilities

- Leadership of the Production team, managing workloads and output of 2 x Production Coordinators
- Key point of contact for stakeholders, advising on timelines, processes and touchpoints, and manager of requests that come in via the online platform “OnePlace”
- Plan the resourcing of squads – liaising with project leads, the National Manager Strategy & Performance, National Manager Marketing & Communications and National Manager Content & Creative and Senior Designer
- Forecast peak request periods to plan resourcing, liaising across the Strategic Marketing & Communications division to understand programs of work, recurring campaigns and publications
- Continuously seek out and, where appropriate, implement improvements to people, process and technology
- Manage production logistics including budget planning and liaising with suppliers
- End-to-end management of production jobs or projects
- Liaise closely with project squads, to add value to requests, by connecting stakeholders to learnings and communicating RACGP’s strategic priorities
- Deliver agreed KPIs to be developed in conjunction with supervisor, and participate in the RACGP Performance Review process.
- Participate in the RACGP Performance Review Cycle.
- In consultation with Manager, deliver agreed Work Performance Goals.
- Other duties as required.

## Environment, Health and Safety

1. Comply with the RACGP’s wellbeing and workplace OH&S policies and procedures.
2. Take reasonable care for your own health and safety, along with other RACGP employees, members and visitors.
3. Ensure that hazards and incidents, near misses and injuries are reported immediately to your Manager.
4. Actively and willingly participate in health and safety, wellbeing, emergency evacuation training, meetings and workplace activities.
5. Do not wilfully place at risk the health or safety of any person in the workplace.
6. Always work proactively to uphold the highest standards of health and safety in the workplace, including working remotely, behavioural conduct and whilst undertaking all associated duties of your role.

## Your Relationships

Your role requires interaction with the following internal and external stakeholders:

### Internal:

- Strategic Marketing & Communications
- Government Relations, Practice & Policy
- Membership & Transformation
- Fellowship Pathways
- Education
- State and national faculties

- Finance
- IT
- Legal
- CEO and the Executive Leadership Team

**External:**

- Suppliers (e.g. printers, software providers)

## Key Selection Criteria

### Experience, Knowledge and Skills

**Essential**

- Superlative organisational, planning and time management skills, with experience taking initiative and delivering multiple activities or projects simultaneously
- Exceptional stakeholder engagement and interpersonal skills
- Experience leading or managing multi-disciplinary teams in a production, marketing or creative environment
- Solid understanding of the strategic planning process, leveraging insights to improve outcomes and demonstrated experience overseeing end-to-end creative development.
- Strong communication skills with the ability to present and negotiate effectively
- High attention to detail
- Refined analytical and process-mapping skills
- Excellent prioritisation skills
- Proficiency in Microsoft Office

**Highly Desirable**

- Experience as a production or traffic manager in a marketing or advertising environment
- Experience in a membership-based organisation

## Qualifications

**Essential**

Tertiary qualification in a relevant field such as marketing, communications, project management or extensive demonstrated experience in these industries

**Desirable**

Project management training

## Workplace Behaviours

In our workplace your actions and behaviours will:

- *Positively influence others*
- *Take initiative*
- *Focus on quality service delivery*
- *Make effective decisions*
- *Be transparent*
- *Prioritise respectfulness*

- *Strive for excellence*
- *Be flexible and adaptive*
- *Demonstrate integrity*
- *Be accountable*
- *Celebrate collaboration*

## Classification Description

In accordance with the Enterprise Bargaining Agreement (EBA) 2018 or subsequent agreement.

## Declaration

I, \_\_\_\_\_ acknowledge that I have read and understood the Production 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: \_\_\_\_\_