

Position Description

Position title	Communications Advisor
Department / Division	Communications
Classification	Grade 4 Year 1 – Grade 4 Year 5 (AO41 – AO45)
Position reports to	Communications Manager
No. of direct & indirect reports	n/a
Location	The Royal Children's Hospital, Flemington Road, Parkville
Risk category	Category C - works in a non-clinical setting, non-patient facing setting and only attends clinical areas infrequently

The Royal Children's Hospital
The Royal Children's Hospital's (RCH) vision is A world where all kids thrive. RCH is located within the Melbourne Biomedical Precinct, with more than 45 world-class biomedical organisations and more than 50,000 of the brightest minds working together to make the Precinct number one in the Asia Pacific region for health, education, research, and training. Within this, RCH is also a cornerstone member of the Melbourne Children's Campus, partnering with Murdoch Children's Research Institute, The University of Melbourne Department of Paediatrics and The Royal Children's Hospital Foundation. Each organisation contributes to a paediatric academic health centre which is greater than the sum of its parts. RCH has cared for the children and young people of Victoria for more than 150 years since it was founded in 1870. A full range of paediatric and adolescent health services are provided plus tertiary and quaternary care for the most critically ill and medically complex patients in Victoria, Tasmania, southern NSW and other states around Australia and overseas. The RCH is the only provider of heart transplant services and CAR T-cell therapy for paediatrics in Australia. RCH is an effective advocate for patients and their families with a particular focus on vulnerable children and increasingly, mental health in young people. The hospital also supports many health promotion and prevention programs. The Hospital has more than 6,000 staff, a budget of \$850M, 12 wards and 350 beds. Annually, the RCH has 300,000+ Specialist Clinic appointments, 90,000+ Emergency Department presentations and 20,000 elective surgeries. We work collaboratively with hospitals to deliver the right care, in the right place, at the right time. The RCH is committed to the Child Safe Standards https://www.rch.org.au/quality/child-safety/. RCH enjoys high employee engagement and is committed to staff safety and a positive culture through enactment of our Compact. Further information on RCH is available at www.rch.org.au

ROLE CONTEXT
The Communications Department is a dynamic and action-oriented team that drives internal and external communications and engagement for the RCH. The Department is responsible for: • Providing strategic and tactical communications advice to internal stakeholders • Developing engaging communications campaigns and content for consumers and staff • Media and issues management

- Protecting and enhancing the reputation of the RCH
- The development and optimisation of the RCH's online and digital communications program, with a focus on innovation, quality user experience and ensuring strong, best practice governance processes
- Documenting and visually capturing various medical conditions, procedures, and patient cases using 2D and 3D imaging techniques.

ROLE PURPOSE

The Communications Advisor leads a portfolio of work creating and delivering engaging internal and external communications campaigns and managing complex stakeholder relationships.

This is a challenging, busy role with lots of variety including media and issues management, event management and interaction with a wide range of internal and external stakeholders including staff, patients and families, government and other health service providers.

KEY ACCOUNTABILITIES

Communications and Customer Service

- Work with stakeholders to develop and deliver internal and external communications campaigns, projects and initiatives that are targeted, tailored, measured and accessible to enhance relevance, reach and impact.
- Develop key messages, write and produce quality and engaging content for consumers and staff (including website and intranet content, news articles, media releases, newsletters, emails, publications, flyers, reports, speeches and presentations).
- Create compelling and relevant content for social media channels that aligns with the RCH Social Media Style Guide and effectively engages different audiences, ensuring timely and consistent delivery of content that aligns with organisational priorities and messaging.
- Provide strategic communication advice and support to internal stakeholders, offering insights and recommendations on communication approaches and messaging tailored to diverse audiences.
- Assess, prioritise and respond to communication queries in a timely manner, with appropriate follow up and action.

Stakeholder management – Media and Issues

- Manage communications during crisis situations or issues management scenarios, ensuring timely and effective messaging to mitigate reputational risks and address stakeholder concerns.
- Develop, pitch and manage proactive media opportunities, including the National Child Health Poll and Good Friday Appeal campaign.
- Manage media enquiries, ensuring all enquiries are responded to appropriately and in a timely manner.
- Brief and support the CEO, RCH spokespeople and consumers on media and speaking opportunities.
- Manage hospital media events, including government ministerial events, supporting the CEO, executive, managers and staff where required.
- Maintain positive relationships with executive, managers and staff to assist early recognition of and response to potential or existing issues.
- Contribute to the media on-call after-hours duties on a roster system and events outside of hours throughout the year.

Teamwork

- Work as part of a team, providing technical leadership in area of expertise.

- Build and maintain strong relationships with key stakeholders, including clinicians, operational staff, patients, families, Campus partners, government agencies, and other health service providers, to support communication initiatives and campaigns.
- Collaborate with other members of the Communications Department, such as videography, photography, and graphic design, to leverage resources and expertise for integrated communication efforts.
- Share responsibilities for general communications tasks, including media on-call duties, responding to inquiries, and creating content for various RCH communication channels as needed.

Quality, processes and procedures

- Proactively seek opportunities for process improvement and innovation within the communications function, contributing to the ongoing enhancement of communication strategies and practices.
- Use consumer and staff research and insights, data and feedback to inform the planning, development and evolution of communications initiatives.
- Manage sensitive and confidential documentation and information appropriately.
- Ensure all content complies with the RCH Content Governance Framework and RCH brand, style and tone of voice guidelines.
- Monitor and analyse the performance of campaigns and initiatives (including media and social media activity), providing regular reports and insights to inform future strategies and optimisations.
- Actively contribute to positive and collaborative working relationships, a safe workplace, financial responsibility, innovation and productivity improvement within the department.

QUALIFICATIONS AND EXPERIENCE

Essential:

- Tertiary qualifications in communications, marketing, public relations, multimedia or a related field, or less formal qualifications with substantial experience in the field.
- Two to three years' experience in external and internal communications and/or corporate communications within a large and complex organisation.

Desirable:

- Experience in a healthcare or government setting.
- Experience in graphic design/Adobe Suite skills.

KEY SELECTION CRITERIA

- Demonstrated experience in creating, writing, editing, producing and evaluating engaging and high performing content (such as website/intranet content, social media posts, internal newsletters and emails, blog posts) across different channels to meet the needs of different audiences with outstanding attention to detail and accuracy.
- Proven success in the development, implementation and evaluation of internal and external communications strategies national and generating proactive media coverage.
- Highly developed organising and planning skills with the ability to adapt to changing situations, balance conflicting priorities and change priorities accordingly.
- Demonstrated ability to identify, build and maintain strong working relationships with and influence national, state and local media and internal and external stakeholders.
- Demonstrated experience as a team player who is able to engage with people across the entire organisation and can recognise a great story when they see one.
- Highly developed organising and planning skills with the ability to adapt to changing situations, balance conflicting priorities and change priorities accordingly.

- Demonstrated astute judgement, ability to think critically, a keen eye for detail and an ability to identify and manage risks, issues and opportunities.

OTHER REQUIREMENTS

- Employees are required to undertake a National Criminal Record Check and a Working with Children Check prior to commencing employment.
- Employees are required to maintain a valid Working with Children Check throughout their employment.
- A current, full driver's licence for the State of Victoria which is appropriate for the type of vehicle being driven, and comply with any restrictions on their licence (e.g. wearing glasses) while undertaking hospital duties (If applicable)
- Employees are required to maintain compliance with RCHs "Staff Immunisation - Prevention of Vaccine Preventable Diseases" procedure.

IMPORTANT INFORMATION

All employees are required to adhere to the Royal Children's Hospital Values:

- Curious - We are creative, playful and collaborative
- Courageous - We pursue our goals with determination, ambition and confidence
- Inclusive - We embrace diversity, communicate well, build connections and celebrate our successes together
- Kind - We are generous, warm and understanding

RCH COMPACT

All new and existing employees commit to the RCH Compact to contribute to a strong and respectful culture.

- We do better work caring for children and families when we also care for each other
- I bring a positive attitude to work – I share, I laugh, I enjoy other's company
- I take responsibility for my behaviour and its impact on others
- I am curious and seek out ways to constantly learn and improve
- I celebrate the good stuff, the small stuff, the big stuff – it all matters
- I speak up when things aren't right
- I value the many different roles it takes to deliver great patient care
- I actively listen because I want to understand others and make better decisions
- I am inclusive and value diversity
- When it comes to teamwork, I don't hold back – I'm all in

QUALITY, SAFETY AND IMPROVEMENT

RCH employees have a responsibility and accountability to contribute to the organisation's commitment to Quality, Safety and Improvement by:

- Acting in accordance and complying with all relevant Safety and Quality policies and procedures
- Identifying risks, reporting and being actively involved in risk mitigation strategies
- Participating in and actively contributing to quality improvement programs
- Complying with the requirements of the National Safety & Quality Health Service Standards
- Complying with all relevant clinical and/or competency standards
- Complying with the principles of Patient and Family Centred Care that relate to this position

The RCH is committed to a diverse and inclusive workforce. We encourage applications from Aboriginal and Torres Strait Islander people, people from culturally and/or linguistically diverse backgrounds, all members of the LGBTQI community and people with disability.

Position description last updated

September 2025

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