

## Position Description

<b>Position title</b>	Executive Director Communications
<b>Department / Division</b>	Executive
<b>Classification</b>	HEER Executive position (Full time, fixed term for 3 years)
<b>Position reports to</b>	Chief Executive Officer
<b>No. of direct &amp; indirect reports</b>	<ul style="list-style-type: none"> <li>• Direct reports 3</li> <li>• Indirect reports 29</li> </ul>
<b>Location</b>	The Royal Children's Hospital, Flemington Road, Parkville
<b>Risk category</b>	Category C – role does not require direct physical contact with patients, clients, deceased persons or body parts, blood, body substances, infectious material or surfaces or equipment that might contain these.

<b>The Royal Children's Hospital</b>
<p>The Royal Children's Hospital's (RCH) vision is A world where all kids thrive.</p> <p>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.</p> <p>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.</p> <p>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 <a href="https://www.rch.org.au/quality/child-safety/">https://www.rch.org.au/quality/child-safety/</a>.</p> <p>RCH enjoys high employee engagement and is committed to staff safety and a positive culture through living of our values.</p> <p>Further information on RCH is available at <a href="http://www.rch.org.au">www.rch.org.au</a></p>

ROLE PURPOSE
<p>The Executive Director Communications is responsible for leading the development and implementation of communication strategies, activities, systems and protocols at The Royal Children's Hospital (RCH).</p> <p>This senior corporate affairs role, reporting to the Chief Executive Officer, holds responsibility for all facets of reputation and brand management, including media engagement and management, internal communications, social media and digital outreach, community engagement and issues/crises management. The Executive Director Communications is expected to provide timely, reliable advice and support to the Executive team, the CEO and the RCH Board.</p> <p>A positive workforce culture is a key enabler of the delivery of great care at the RCH, and the timely sharing of credible, engaging internal content via the intranet and other channels is a major component of this role.</p> <p>Digitisation is an important objective in the hospital environment, and the Executive Director Communications is expected to lead the development and delivery of new online communications channels.</p> <p>The RCH operates in a complex stakeholder environment; as part of the RCH Executive team, the Executive Director Communications needs to be able to operate effectively and with personal integrity in that setting.</p> <p>The following RCH Departments report to the Executive Director Communications:</p> <ul style="list-style-type: none"> <li>• Archives</li> <li>• Corporate Communications</li> <li>• Family Services and Volunteers</li> <li>• Partnerships and Consumer Engagement</li> <li>• RCH National Child Health Poll</li> <li>• </li> </ul>
KEY ACCOUNTABILITIES
<p><b>Leadership and Performance</b></p> <ul style="list-style-type: none"> <li>• Contribute at the strategic level and be an active member of the RCH Executive team</li> <li>• Lead the Division embodying the RCH Vision and Compact and ensure Performance Improvement processes are in place</li> <li>• Lead and manage direct reports to ensure objectives and goals are achieved and services are provided in an effective and timely manner</li> <li>• Provide leadership to maintain a high-performance culture in departments reporting to the role</li> </ul> <p><b>Communication and Brand</b></p> <ul style="list-style-type: none"> <li>• Build and deliver integrated campaigns to effect changed behaviours and outcomes in internal and external audiences, in accordance with RCH brand, strategic and operational priorities</li> <li>• Provide expert issues management advice and support</li> <li>• Maintain productive, collaborative relationships with key stakeholders, including the RCH Foundation, the Good Friday Appeal and the Good Friday Appeal media partners, Murdoch Children's Research Institute and University of Melbourne</li> <li>• Oversee positive and productive media relationships locally and nationally</li> <li>• Lead the development and publication of timely, relevant content to inform and engage multiple audiences, including staff (generally and by craft group), patients and families, key partners/stakeholders and the broader Victorian community</li> <li>• Oversee the development and effective use of digital and online communication channels</li> <li>• Deliver high-quality RCH events</li> <li>• Deliver high-quality RCH publications and other collateral</li> <li>• Ensure Consumer partnerships and Volunteer services are engaged and aligned to RCH strategies and vision</li> <li>• Ensure recognition and awards are aligned to RCH strategy and Vision and delivered on-brand</li> </ul>

#### **Governance and Operations**

- Ensure policies and procedures relating to communications and media (internal and external) are relevant and contemporary
- Identify potential risks and mitigation strategies to minimise potential harm to the RCH brand and/or stakeholder relationships
- Manage operations in line with Divisional budgets

#### **QUALIFICATIONS AND EXPERIENCE**

- Appropriate tertiary qualifications
- Demonstrated management experience
- Sound judgment and a high level of personal integrity and resilience
- Gravitas and credibility as a senior adviser and subject matter expert
- Flexible, adaptable, collaborative and creative
- Personal alignment with the RCH values
- Able to manage a significant workload in a complex operating environment and to derive satisfaction from consistently delivering above expectations

#### **KEY SELECTION CRITERIA**

- At least five years' experience in a leadership role in corporate affairs, corporate communications or similar
- At least five years' experience working in the media or a related role
- Proven, high-level communication and relationship management skills
- Demonstrated achievement in developing and delivering engaging content via traditional, social and digital media channels

#### **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	
<p><b>RCH Values</b></p> <p>Our values help us achieve our vision of a world where all kids thrive. All new and existing employees commit to the RCH Values to contribute to a safe and positive culture.</p> <ul style="list-style-type: none"> <li>• <b>Curious</b> – we are creative, playful and collaborative.</li> <li>• <b>Courageous</b> – We pursue our goals with determination, ambition and confidence.</li> <li>• <b>Inclusive</b> – We embrace diversity, communicate well, build connections and celebrate our successes together.</li> <li>• <b>Kind</b> – We are generous, warm and understanding.</li> </ul> <p><b>QUALITY, SAFETY AND IMPROVEMENT</b></p> <p>RCH employees have a responsibility and accountability to contribute to the organisation's commitment to Quality, Safety and Improvement by:</p> <ul style="list-style-type: none"> <li>• Acting in accordance and complying with all relevant Safety and Quality policies and procedures</li> <li>• Identifying risks, reporting and being actively involved in risk mitigation strategies</li> <li>• Participating in and actively contributing to quality improvement programs</li> <li>• Complying with the requirements of the National Safety &amp; Quality Health Service Standards</li> <li>• Complying with all relevant clinical and/or competency standards</li> <li>• Complying with the principles of Patient and Family Centred Care that relate to this position</li> </ul> <p><b>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.</b></p>	

Position description last updated	November 2023
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