

Position Description

Position title	Media Producer
Department / Division	Creative Services / Communications
Classification	Medical Illustrator Grade 2 Year 1 – Grade 2 Year 4 (CL6 – CL9)
Position reports to	Manager, Creative Services
No. of direct & indirect reports	n/a
Location	The Royal Children's Hospital, Flemington Road, Parkville
Risk category	Category B - works in a patient facing setting but rarely or unlikely to have contact with blood or body fluids (or aerosols without PPE)

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

Healthcare, health conditions and health experiences can be complex and mystifying. The RCH Creative Services team brings together expertise in design and media production to promote understanding and motivate action. Our team works in partnership with health professionals, communications professionals, the wider RCH workforce and people with lived experience, to create insightful and actionable communications in print and on screen.

ROLE PURPOSE

The Media Producer works collaboratively to share knowledge and tell stories about child and adolescent healthcare using video and audio. Using skills in concept development, writing, directing, filming, recording and editing, the Media Producer captures and communicates information with accuracy and imagination to a diverse range of audiences. This includes the recording of medical conditions or procedures for treatment or educational purposes. The Media Producer does this with careful attention to the ethics of using people's images and stories, the reputation of The Royal Children's Hospital, and the circumstances in which this information is recorded, communicated and received.

KEY ACCOUNTABILITIES

- Work collaboratively with the RCH workforce, patients and families to understand and communicate (sometimes complex) health information.
- Develop and plan concepts that meet the communications objectives within time and budget constraints.
- Prepare cost estimates for projects when applicable, consulting with the Manager, Creative Services as required.
- Record time and cost information for the purpose of cost recovery.
- Capture and edit high quality video and audio to a broadcast standard using professional equipment.
- Capture clinical video recordings for the purpose of documenting patients' condition and/or progress, in collaboration with the Clinical Photography team.
- Maintain consistent branding and use of visual identity throughout media productions, collaborating with the Senior Graphic Designer as required.
- Actively contribute to continuous improvement by researching and developing best practice and sharing evidence and learning within own team and the wider service.
- Maintain accurate records and preserve media assets in accordance with departmental guidelines, hospital policies and procedures, and Victorian and Commonwealth laws related to privacy and health information, information technology and intellectual property.
- Document and licence all uses of third-party media (e.g. APRA/AMCOS controlled production music) in accordance with terms of use.
- Maintain the condition and operability of equipment and facilities, ensuring that equipment is transported and restored correctly, and any damage reported and submitted for repair or replacement.
- Maintain patient, visitor and staff safety by adhering to all infection prevention policies and procedures, maintaining safe workspaces, and eliminating or controlling safety risks when operating equipment.
- Act with discretion, sensitivity and integrity to maintain the trust and safety of patients, families and staff.

QUALIFICATIONS AND EXPERIENCE

Essential:

- A Diploma or Degree in Screen or Media Production, Film and Television or equivalent.
- 3 or more years of practice in film and television production, advertising production, corporate, educational or in-house video production.
- Proficiency in professional video production workflows including ENG and Digital Cine camera systems.

Desirable:

- Proficiency in motion graphics and/or graphic design.
- Experience in healthcare or life sciences, education or working with children.
- Experience with audio production (radio/podcasts etc).

KEY SELECTION CRITERIA

- Demonstrated ability to independently and cooperatively produce video productions to a broadcast standard, including concept development, scripting, pre-production, camera operating, lighting and editing.
- The ability to use language and screen craft to make complex ideas and concepts easier to understand.
- A track record in working with clients and/or stakeholders to define and achieve imaginative and effective communication outcomes.
- The ability to be resourceful and creative when operating within time or budget constraints.
- A high level of interpersonal skills and professional conduct within organisations and with the public.
- The ability to use reflective practice and evidence to drive improvement.
- Thorough understanding of video and audio production technology, including studio production.

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.
- 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

April 2025