# Communication Specialist

Position Communication Specialist

Band Band 5, HPV Enterprise Agreement 2018

## Position Summary

Reporting to the Communication Manager, this role provides strategic communication advice and is responsible for implementing and supporting activities in line with the HPV Communication Strategy.

The role is responsible for developing and implementing strategic communication plans for specific HPV projects, events and initiatives, including business-as-usual and project-based communication as required.

This role undertakes activities to enhance HPV’s profile and stakeholder relationships, and mitigate relevant communication issues in line with the communication strategy or as directed.

The Communication Specialist assists in measuring and evaluating the effectiveness of HPV communication and marketing strategies and plans, and supports activities to improve HPV’s communication capability and outcomes in line with the communication strategy.

## Specific Duties and Responsibilities

### Communications and Marketing

* Support the Communication Manager to implement activities outlined in HPV’s Communication Strategy in order to achieve stated goals and/or as directed.
* Develop and implement detailed plans to support HPV projects, business strategies and in response to communication issues as directed by the Communication Manager.
* Build positive and productive working relationships with internal stakeholders (and external where applicable) to facilitate effective communication outcomes and promote improvements in HPV’s communication capability.
* Support and implement HPV’s digital communication strategy, including preparing relevant content and supporting improvements to channels and processes.
* Prepare and manage strategic website and intranet content as required or directed.
* Prepare and manage implementation of new content to improve and/or update HPV’s corporate publications.
* Provide strategic advice and support in response to media and/or crisis communication queries as directed.
* Provide high-level communication advice as required and ensure that HPV communication protocols, styles and content are fit for purpose.
* Assist in evaluating the key metrics of HPV’s communication and marketing activities.
* Organise and event-manage internal HPV events including meeting agendas where required.

### Administration tasks

* Review and advise on communication-related procedures and policies and update as required, and establish and maintain supporting communication tools as required.
* Organise external events in collaboration with the Communication Manager, Chief Executive and Executive Assistant as required; work effectively with external contractors and suppliers as required or directed.
* Ensure adherence to corporate style guidelines and other guidelines, and advise and coach HPV personnel in key communication tools and styles/techniques where required.

### Management

* Contribute to the People and Culture division and broader HPV team through participation in formal meetings and other activities as required
* Perform senior management responsibilities as required
* Comply with relevant financial and non-financial authorities outlined in the Delegations of Authority instrument.
* Support and develop open and transparent lines of communication with Executive Leadership Team (ELT) and Senior Leadership Team (SLT) members including by participating in individual and divisional meetings, and by email and other regular interpersonal communication.
* Identify relevant opportunities and make recommendations for HPV to improve its processes, workplace health and safety, and quality and service delivery outcomes.
* Assist People and Culture to recruit, interview, select, and hire new employees where relevant and support new employee on-boarding, induction and development planning as required.
* Deputise for the Communication Manager if and when called upon to do so.
* Undertake other tasks or responsibilities as agreed with the Director People and Culture from time to time.

### Leadership

* Support development of a vision for the People and Culture division in line with the HPV Corporate Strategy which sets a clear strategic direction for employees, enhances their leadership capacity and capability, and enables them to delivers robust operational support and advice.
* Foster a workplace culture that is consistent with HPV’s organisational culture emphasising organisational values.
* Maintain strong lines of communication, both formal and informal, with SLT, ELT and key HPV stakeholders to ensure the smooth operation of the organisation.
* Support organisational change and growth as requested to assist HPV in fulfilling its legislative functions in line with its Corporate Strategy.

### HPV Values and Cross Functional Collaboration

* Establish and maintain strong working relationships with key individuals and groups across HPV’s stakeholder organisations, both internal and external, and develop and apply appropriate engagement and consultation strategies in line with HPV’s values.
* Represent HPV in appropriate forums to strengthen relationships and improve mutual understanding.
* Place a priority on effectively working with stakeholders from other divisions within the organisation for mutual benefit by seeking and incorporating feedback that will benefit organisational objectives.
* Value the contribution of our internal and external stakeholders and contribute beyond our own tasks to achieve organisational goals and demonstrate this in goal setting.
* Uphold HPV values:
  + We are customer-focused; we focus on customer and patient outcomes
  + We keep it simple; we strive for efficient and effective ways to achieve our goals
  + We are collaborative; we work as a team toward common goals
  + We take responsibility; we challenge the status quo. We are responsible for our behaviours, actions and results
  + We inspire confidence; we do the right thing. We are open, honest and trustworthy

### Data Security

* Comply with HPV data management policies and procedures, and report breaches and/or vulnerabilities to a Manager or the IT Operations team.

While the principal duties of this position are as above, the Communication Specialist may be required to undertake other duties from time to time.

## Qualifications and Experience

#### Academic

* Tertiary qualifications in journalism, communication or a relevant discipline are desirable.

#### Demonstrated experience

* Proven professional writing and strategic communication experience in a corporate, government or not-for-profit environment.
* Proven experience in implementing digital communication strategy and supporting processes.
* Proven experience in generating regular communication and managing website or intranet environments.
* Proven experience in working to deadlines and managing tight and/or conflicting timeframes.
* Proven experience in event management.
* Knowledge of public sector management processes is desirable.

#### Personal

* Outstanding written and verbal presentation skills.
* Excellent time management skills, flexibility and the ability to work well under pressure.
* Strong stakeholder communication skills including the ability to work effectively with colleagues and engage and influence stakeholders.
* Ability to take direction and work unsupervised and with initiative to proactively identify and implement improvements.
* Excellent attention to detail and a focus on excellence and professionalism.
* Ability to demonstrate professional initiative and exercise sound judgement.
* Ability to manage multiple projects within set deadlines to a high standard.
* Enthusiasm, energy, inquisitiveness, and innovative thinking.
* Ability to uphold ethical standards and values, and to act with integrity and confidentiality.
* Must be available to travel if required.