

Reports to	Communication Manager
Direct reports	Nil
Band classification	4, HSV Enterprise Agreement 2022
Date approved	May 2025

1. HealthShare Victoria

- 1.1 HSV was established on 1 January 2021 as a commercially oriented independent provider of supply chain, procurement, and corporate shared services to Victoria's public health sector.
- 1.2 HSV's purpose is to partner with Victoria's public health services and suppliers to support better value for the public health sector and better outcomes for their patients. We help make sure the right products and services are delivered to the right place at the right time.
- 1.3 Our focus is on the end-to-end supply chain needs of health services, to ensure Victoria's public health services have access to goods that may be in higher demand or difficult to access. Under the *Health Services Act 1988* (Vic), we administer compliance-related functions, and work with health services to assist them in meeting compliance and probity obligations.
- 1.4 As a customer-focused service organisation, we concentrate on providing services that our public health service customers can rely on, and our work supports our health service customers in delivering safe, high-quality and sustainable healthcare for all Victorians.

2. Position summary

- 2.1 The HSV Communication Specialist works to:
 - a. Implement and support activities in line with HSV Communication Roadmap deliverables, including to position HSV using strategic, proactive, and consistent messaging, to enhance HSV's effective communication channels and to increase organisational communication capability.
 - b. Works with the Communication Manager to partner with assigned HSV business portfolio areas to implement and deliver effective, consistent, and professional communication initiatives in line with their strategic and operational plans.
 - c. Supports and champions Communication team activities, processes, resources and tools.
 - d. Provide informed strategic and operational communication advice.

3. Specific duties and accountabilities

3.1 Role description

- a. Implement and support activities outlined in HSV's Communication Roadmap in order to achieve stated goals and/or as directed by the Communication Manager.
- b. Lead development of project and business-as-usual communication activities in collaboration with relevant HSV business functions.
- c. Develop and implement detailed plans to support HSV projects, business strategies and in response to communication issues as directed by the Head of Communication.
- d. Build positive and productive working relationships with relevant stakeholders to facilitate effective communication outcomes and improved communication capability.
- e. Provide high-level communication advice as required and ensure that HSV communication protocols, styles and content are fit for purpose.
- f. Assist in evaluating the key metrics of HSV's communication and marketing activities.
- g. Support HSV's digital communication strategy as necessary, including preparing relevant content and supporting improvements to channels and processes.
- h. Provide strategic advice and/or support in response to media and/or crisis communication queries as required.

3.2 Business partnering

- a. Support the Communication Manager by partnering with senior leaders and team leaders within the assigned HSV business partner portfolio to enable delivery of Communication's Roadmap initiatives to drive strategic, proactive, and consistent communication.
- b. Meet regularly with relevant business functions to understand and advise on communication opportunities, risks, and issues, and liaise within the Communication team as required to implement solutions, and support.

- c. Support stakeholder groups to ensure portfolio strategy and activities are successfully translated in communication activities using established communication principles, processes, and channels.
- d. Provide professional operational and strategic communication advice and coaching to drive effective and consistent communication outcomes for business partner portfolio stakeholders and advise and provide guidance on Communication policies and procedures.
- e. Support the portfolio to understand operational Communication team processes/procedures and work together to streamline processes to ensure consistent communication across HSV.
- f. Undertake collation, research, or analysis of assigned business partner portfolio requirements to inform and assess communication activities as required.
- g. Provide expert communication advice and stakeholder-focused solutions. Act as a trusted advisor and provide guidance to leaders on appropriate policies, procedures and best practice initiatives.

3.3 Strategy and planning

- a. Support the practical implementation of the Communication Roadmap to improve operations, systems, reporting and metrics, and policies and procedures.

3.4 Stakeholder engagement

- a. Support and develop open and transparent lines of communication with HSV's executive and senior leaders including through individual and team meetings and other interpersonal communication, applying appropriate engagement and consultation strategies.
- b. Represent the Communication team in functional meetings to strengthen relationships and improve mutual understanding and ensure alignment with all relevant Communication procedures and guidelines.
- c. Place a priority on working effectively with stakeholders from other business areas within the organisation for mutual benefit by seeking and incorporating feedback that will benefit organisational objectives.
- d. Contribute to the broader HSV team by participating in required organisational meetings and other activities as required.
- e. Identify relevant opportunities and make recommendations for HSV to improve relevant processes and quality and service delivery outcomes.
- f. Foster a workplace culture that is consistent with HSV's organisational culture emphasising organisational values.
- g. Support activities as required to assist HSV in fulfilling its legislative functions in line with its Strategic Plan.
- h. Provide expert communication advice and stakeholder-focused solutions.
- i. Act as a trusted advisor and provide guidance to leaders on appropriate policies, procedures and best practice initiatives.
- j. Drive employee engagement by monitoring and working with stakeholders to identify and implement initiatives to improve culture and engagement.

3.5 Communication reporting and system management

- a. Adhere to HSV style guidelines and communication processes and procedures and advise and coach HSV internal stakeholders in communication tools, styles and techniques.
- b. Utilise communication systems effectively to provide timely and relevant communication reporting, information and data as required.
- c. Assist with the development of standardised communication reporting, including for the Annual Report, key stakeholders, Board, ELT, and other stakeholders as required.
- d. Support file management within HSV's intranet and ensure files are compliant with existing policies and procedures.
- e. Support an environment of continuous improvement within Communication (i.e., optimal use of processes, systems, and practices). Review, advise on and implement communication procedures, processes and policies and apply a continuous improvement approach to updates. Maintain supporting communication resources, tools, metrics, reporting and recordkeeping to improve quality and service delivery outcomes.
- f. Assists in measuring and evaluating the effectiveness of HSV communication strategies and plans-.

3.6 Learning and development

- a. Support training and education sessions as required and deliver activities to improve HSV's communication capability and outcomes in line with the Communication Roadmap.

3.7 Change management

- a. Support strategic change initiatives and apply change management principles and methodologies to change initiatives where relevant in communication/consultation processes to ensure successful delivery.

3.8 Administration

- a. Ensure adherence to corporate style guidelines and other processes and procedures and advise and coach HSV stakeholders in key communication tools and styles/techniques where required.
- b. Review and implement communication procedures, processes and policies, and apply a continuous improvement approach to updates. Maintain supporting communication resources, tools, metrics, reporting and recordkeeping as required to improve quality and service delivery outcomes.
- c. Engage effectively with external contractors and suppliers as required or directed.
- d. Assist in organising HSV events including developing meeting invitations and agendas as required.
- e. Assist People, Culture and Safety team members to interview and select new employees where required and support new employee onboarding and induction.
- f. Comply with relevant financial and non-financial authorities outlined in the Delegations of Authority instrument. Understand and apply the Delegation of Authority and relevant financial management procedures to maintain compliance for all relevant transactions including purchase orders and invoicing.

3.9 Leadership

- a. Contribute to the Communication Team and broader HSV team by participating in formal meetings, organisational training and other activities as required.
- b. Maintain strong lines of communication with key HSV stakeholders to ensure the smooth operation of the organisation.
- c. Participate in formal meetings, organisational training and other activities as required and demonstrate leadership by supporting and championing organisational initiatives as required.
- d. Support organisational change and growth to assist HSV in fulfilling its legislative functions in line with its Strategic Plan.
- e. Contribute to and support continuous improvement opportunities at HSV, including recommending improvements to HSV communication processes, tools and resources.
- f. Foster a workplace culture that is consistent with HSV's organisational culture emphasising organisational values.
- g. Take personal responsibility and ownership for quality and work undertaken.
- h. Undertake other tasks or responsibilities as agreed from time to time.

3.10 HSV Values and cross-functional collaboration

- a. Establish and maintain strong working relationships with key individuals and groups across HSV's stakeholder organisations, both internal and external, and develop and apply appropriate engagement and consultation strategies in line with HSV's values.
- b. Represent HSV in appropriate forums to strengthen relationships and improve mutual understanding.
- c. 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.
- d. 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.
- e. Uphold HSV values:
 - i. Customer-centric: We work with our customer and put them at the centre of our decision making.
 - ii. Solutions-focused: We work together to find the best operational and commercial outcomes.
 - iii. Accountable: We do what we say we will do
 - iv. Respectful: We treat people the way we would like to be treated and work together in a safe, kind and honest way.
 - v. Open: We welcome new ideas and change as we continue to learn and grow.

3.11 Data security

- a. Comply with HSV data management policies and procedures, and report breaches and/or vulnerabilities to the Communication Manager or the IT Service Management team.

3.12 Other duties

- a. While the principal duties of this position are as above, the Communication Specialist may be required to undertake other duties from time to time, including deputising for the Communication Manager and performing leadership responsibilities as required.

4. Qualifications and experience required

4.1 Academic

- a. Relevant tertiary or post-graduate qualifications or experience, preferably in Journalism, Professional Communication or Public Relations or a related discipline.

4.2 Experience

- a. Recent proven professional writing and strategic communication experience in a corporate, government or not-for-profit organisation using a range of communication materials and mediums such as news stories, briefs, reports, and strategies.
- b. Excellent interpersonal skills, including ability to acquire information and influence others with diplomacy, tact, and discretion and to engage internal and external stakeholders at all levels with respect and confidence.
- c. Excellent planning, organisational and coordination skills combined with focus, persistence, and a positive outlook, to ensure work is completed and outputs are of appropriate quality, accuracy, and completeness.
- d. Computer literacy in Teams and the MS suite of programs including Word, PowerPoint, Excel, and other relevant information systems.
- e. Training or presentation facilitation experience in a range of contexts including face-to-face, one-to-one, or small group coaching and webinars (desirable).
- f. Experience using website or intranet content management systems and electronic direct mail systems (e.g., MailChimp) is desirable.
- g. Understanding of public sector processes (desirable).

4.3 Personal

- a. Excellent written and verbal communication skills.
- b. Excellent attention to detail and a focus on excellence and professionalism.
- c. Excellent organisational skills including the ability to manage and prioritise multiple concurrent tasks, meet tight deadlines and to work in an independent, flexible manner when required.
- d. Self-directed and able to work in both a collaborative and autonomous manner as part of the Communication team.
- e. Ability to take direction and demonstrate professional initiative and exercise sound judgement.
- f. Enthusiasm, energy, inquisitiveness, and innovative thinking.
- g. Ability to uphold ethical standards and values, and to act with integrity and confidentiality.
- h. Current Australian Driver's Licence with the ability to travel to metropolitan and regional locations (desirable).

4.4 Location (s) for Work

- a. Primary:
 - i. HSV Melbourne Office, 50 Lonsdale Street, Melbourne VIC 3000.
- b. The role involves regular travel to HSV DC locations as required or agreed with the Communication Manager.
- c. The role also allows for hybrid work from home arrangements combined with office- or DC-based work.