

Position Description



1. General Information

Position Title:	Communications Manager – Centres of Excellence
Division/Department:	Communications and Engagement
Position Reports to:	Deputy Chief Communications and Engagement Officer Dotted line to Centre Manager(s)
Enterprise/Individual Agreement:	Individual Employment Contract
Classification/Grade:	N/A
Location:	Epworth Richmond, Pelaco Building, (Richmond), Epworth Freemasons (East Melbourne). Some work across other Epworth locations may be required.
Employment Status:	3 year fixed-term role
Direct reports	Nil
Key Relationships - internal and external	Centre Directors, Centre Managers, clinical leads, research team, Communications and Engagement team, Epworth Medical Foundation team, external agencies and vendors.

2. Overview of Epworth HealthCare

Epworth HealthCare is Victoria's largest not-for-profit private hospital group, renowned for excellence in diagnosis, treatment, care and rehabilitation. Epworth is an innovator in Australia's health system, embracing the latest in evidence-based medicine to pioneer treatments and services for our patients.

The values of Epworth define our approach and delivery. We pride ourselves on demonstrating our values in a real and meaningful way. Our Values are *Compassion, Accountability, Respect and Excellence*. More information can be found on the [Epworth website](#).

Our purpose is to improve the health, well-being and experience of every patient by integrating clinical practice with education and research, and our vision is to consistently deliver excellent patient-centred care with compassion and dignity.

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3. Purpose of the Position

Epworth Centres of Excellence bring together leading clinicians and researchers to deliver innovative, high-quality care. Each Centre focuses on advancing clinical practice, research, and education, ensuring patients benefit from the latest medical expertise and compassionate support.

The Communications Manager leads the development and delivery of strategic communications programs that directly support the Epworth Centres of Excellence. This role is responsible for creating high-impact communications that showcase the achievements, innovations, and expertise of the Centres, driving engagement among staff, medical specialists, patients, and external stakeholders.

4. Key Accountabilities

KEY RESPONSIBILITIES	MEASURES/KPIs TO BE ACHIEVED
<p>Communication Strategies and Content Creation</p> <ul style="list-style-type: none">• Develop and implement effective communication strategies to support the Epworth Centres of Excellence, collaborating with Centre leaders to identify and promote key initiatives, milestones, and success stories internally and externally.• Contribute to the creation, implementation and promotion of tools, systems, policies and channels to enable effective communication.• Plan, write and oversee the design and production of communication materials of the highest quality.• Manage the approval process for communication materials, ensuring adherence to brand guidelines and principles, while meeting deadlines and ensuring clinical approvals have been granted.• Develop and publish simple webpages and digital content to support Centres of Excellence initiatives, ensuring accuracy, usability and adherence to Epworth guidelines.• Create and coordinate social media content, ensuring messaging is aligned with strategic priorities and reflects best practice for digital engagement.• Manage event activations across Epworth sites.• As necessary, work with suppliers and contractors to ensure the	<ul style="list-style-type: none">• Increase in awareness and engagement with Centre of Excellence initiatives, measured by staff surveys and digital analytics.• Number of successful campaigns or events delivered for the Centres of Excellence.• Stakeholder feedback scores related to Centre communications.• Timely delivery of communication materials and campaigns.• Compliance with brand and clinical approval processes.

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<p>successful delivery of communication campaigns, programs and initiatives.</p>	
<p>Stakeholder Relationship Management</p> <ul style="list-style-type: none"> ● Act as the primary communications contact for the Centres of Excellence. ● Build strong relationships with Centre Directors, clinical leads, and research teams to ensure communications are accurate, timely, and aligned with strategic priorities. ● Provide high-level advice and guidance regarding communications activities, focusing on message development, asset creation and delivery channels. ● Provide feedback and support to stakeholders on identifying and managing key risks and issues associated with any activity, offering advice and solutions as needed. 	<ul style="list-style-type: none"> ● Stakeholder satisfaction and engagement scores. ● Number of collaborative projects or initiatives with Centre Directors and research teams. ● Timeliness and effectiveness of risk and issue management in communications activities. ● Positive feedback from key internal and external stakeholders.
<p>Performance and Analysis</p> <ul style="list-style-type: none"> ● Monitor and report on the impact of communications related to the Centres of Excellence, including engagement metrics and stakeholder feedback. ● Support the Deputy Chief Communications and Engagement Officer in establishing appropriate systems and processes for measuring and analysing the effectiveness of communications activities and channels. ● Identify opportunities for new communications tools, practices, and materials to be introduced across Epworth. ● Prepare regular progress reports and updates as required by C&E Leadership and relevant working groups or committees. 	<ul style="list-style-type: none"> ● Deliver communications programs to objectives, specifications, on time and on budget. ● Measure satisfaction levels by tracking feedback and assessing the impact of engagement efforts against communications objectives.

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<p>Communication and Collaboration</p> <ul style="list-style-type: none"> Facilitate collaboration between the Centres of Excellence and the broader Communications & Engagement team to ensure consistent messaging and branding. Support and collaborate with various internal and external stakeholders such as executives, stakeholders, team members, medical specialists, community groups, partners and government agencies. Support digital communications and collaboration tools such as (but not limited to) email, chat, video conferencing or project management software to facilitate communication and collaboration across all users. 	<ul style="list-style-type: none"> Ensure cohesive branding across all communications channels. Positive user experience across all communications channels as measured by user surveys and best practice benchmarking. Improvement in Employee Engagement Survey results.
<p>Leadership and Teamwork</p> <ul style="list-style-type: none"> Develop and grow skillset and communications expertise through development, on-the-job training and regular feedback. Ensure efficient operations within the Communications & Engagement team, including participation in performance reviews and regular team meetings. Build trust and influence at all levels of Epworth. Create and contribute to a positive, creative and inclusive work environment within the Communications & Engagement team. 	<ul style="list-style-type: none"> Employee Engagement Survey results. Model the correct Epworth values and behaviours.
<p>Safety and Wellbeing</p> <ul style="list-style-type: none"> Participate and cooperate in consultative processes to improve health and safety. Observe safe working practices and, as far as you are able, protect your own and others' health and safety. Complete all necessary personal training and professional development requirements. 	<ul style="list-style-type: none"> 100% compliance with all mandatory training and policy requirements.

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5. Position Requirements/Key Selection Criteria

COMPONENT	
Qualifications	<p>Essential</p> <ul style="list-style-type: none">● A tertiary qualification in communications, journalism, marketing or a related field.● Working with Children Check <p>Desirable</p> <ul style="list-style-type: none">● Project management / digital marketing qualifications or relevant experience
Previous Experience	<p>Essential</p> <ul style="list-style-type: none">● Minimum of 5+ years' experience in Communications, Public Relations, Journalism or a related field● Proven experience in developing and executing a broad range of communications strategies that are aligned with tangible business goals and objectives● Advanced proficiency with Microsoft Office Suite <p>Preferred</p> <ul style="list-style-type: none">● Experience supporting communications for clinical, research, or academic centres of excellence, or similar specialist teams.● Experience creating basic webpages (for example using CMS platforms) and producing content for social media or other digital channels.

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<p>Personal Attributes & Values All employees are expected to consistently work in accordance with the Four values of Epworth.</p> <ol style="list-style-type: none"> 1. Compassion 2. Accountability 3. Respect 4. Excellence 	<p>Essential</p> <ul style="list-style-type: none"> ● High-level interpersonal skills with an ability to effectively influence and build sustainable and successful relationships ● Excellent written and verbal communication skills, including the ability to write and edit for a variety of mediums, with strong attention to detail ● Ability to build and maintain rapport and effective relationships with key internal and external stakeholders, including the ability to provide advice that influences strategic direction ● Collaborative attitude with demonstrated positive and practical approach to working in a team ● Ability to consider and effectively manage competing priorities and strategic directions, when achieving team planning and project outcomes ● Demonstrated ability to absorb complex information and re-present it simply. ● High attention to detail to deliver quality output and proven ability to execute complex tasks to completion within tight timeframes ● Flexible approach to changing priorities and unplanned activity ● Displays initiative, motivation and self-confidence ● Committed to continuous quality improvement ● Aligned with the Epworth Values
<p>Demonstrated Job Competencies Required</p>	<ul style="list-style-type: none"> ● Experience in briefing and influencing executive teams, steering committees and governance groups to deliver positive outcomes ● Experience in collaborating with vendors, partners and other third-party providers ● Experience in complex client liaison

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Document Control

Date Developed:	Date Last Reviewed:	Developed and Reviewed By (Position Title):
23 April 2025	23 April 2026	David Bloxham, Deputy Chief Communications Officer

Employee Position Declaration

I have read and understand the requirements and expectations of the above Position Description. I agree that I have the physical ability to fulfil the inherent physical requirements of the position and accept my role in fulfilling the Key Accountabilities. I understand that the information and statements in this position description are intended to reflect a general overview of the responsibilities and are not to be interpreted as being all-inclusive.

Employee Signature: _____

Print Name: _____ Date: _____