



REF: SCHN26/6110

Gerard Hayes
Secretary Health Services Union
Locked Bag 3 Australia Square Sydney
NSW 2007

Delivered via email: secretary@hsu.asn.au
Attention: Kym Morgan, Organiser Kym.Morgan@hsu.asn.au

Re: Proposed changes to Communications and Engagement Directorate, Sydney Children's Hospitals Network

Dear Mr Hayes,

I am writing to the Health Services Union (HSU) to advise of the proposed changes to the Communications Engagement Directorate (DCE) within The Sydney Children's Hospitals Network (SCHN).

DCE is responsible for implementing internal and external communication and engagement strategies, managing existing channels and promoting SCHN, its facilities and associated institutions.

In May 2022, the directorate was restructured, with several significant changes to positions, portfolios and workflows. In November 2022, the directorate expanded, with transfer of the Kids Health Promotion Unit into DCE.

Since then, and with the release of the SCHN Strategic Plan 2023-2027 (leading to changes in SCHN's priorities) and continued evolution of technology, several positions within the directorate are no longer effectively focused on meeting current needs and do not function efficiently from a management/workflow perspective. The proposed structure is designed to create better alignment, improve clarity of roles and reporting lines, and ensure DCE is better positioned to continue meeting rapidly changing communication needs.

Please find attached the consultation document including proposed organisational charts and position descriptions. This document will be distributed to all staff within the Service, with feedback requested by 1 June 2026. SCHN invites feedback from HSU within this period.

Should you wish to discuss any aspect of the above, please contact me at judy.goldman@health.nsw.gov.au

Yours sincerely,

A handwritten signature in black ink that reads "Judy Goldman".

Judy Goldman
Director of Communications and Engagement

Date: 19 May 2026



The Sydney
children's
Hospitals Network

care, advocacy, research, education

Sydney Children's Hospitals Network
Communications and Engagement Directorate
Consultation Document

May 2026

Table of Contents

<i>Overview</i>	3
Background.....	3
Current State	3
<i>Current Organisational Structure</i>	5
<i>Proposed Structure</i>	6
Proposed Organisational Structure	7
Affected Positions.....	8
Proposed New Positions.....	9
<i>Recruitment Process to the New Structure</i>	10
<i>Consultation</i>	10
Proposed Timeframes	11
<i>Appendix A – Position Descriptions</i>	12

Overview

Background

The Communications and Engagement Directorate (DCE) is responsible for implementing internal and external communication and engagement strategies, managing existing channels and promoting the Sydney Children's Hospitals Network (SCHN), its facilities and associated institutions.

In May 2022 the directorate was restructured, with several significant changes to positions, portfolios and workflows. In November 2022, the directorate expanded, with transfer of the Kids Health Promotion Unit into DCE.

Since then, and with the release of the SCHN Strategic Plan 2023-2027 (leading to changes in SCHN's priorities) and continued evolution of technology, several positions within the directorate are no longer effectively focused on meeting current needs and do not function efficiently from a management/workflow perspective. The proposed structure is designed to create better alignment, improve clarity of roles and reporting lines, and ensure DCE is better positioned to continue meeting rapidly changing communication needs.

Information, organisational structures and position descriptions from key stakeholders, including other Local Health Districts (across NSW and interstate) and non-government organisations, have been considered. The proposed structure incorporates these learnings.

Phase 2 structure

A review of volunteer governance across SCHN recommended consolidating volunteer programs, currently split across several directorates, to sit within a single directorate. The aim of this is to ensure consistency in governance, processes, reporting and management.

It is acknowledged that an executive decision has been made to transition the volunteer programs to sit within DCE. This proposed change will be considered in the next phase of the structure review to ensure alignment with service needs and governance requirements. Formal consultation will occur following appropriate internal engagement with key SCHN stakeholders.

Current State

The Communications and Engagement Directorate currently provides a variety of functions, including:

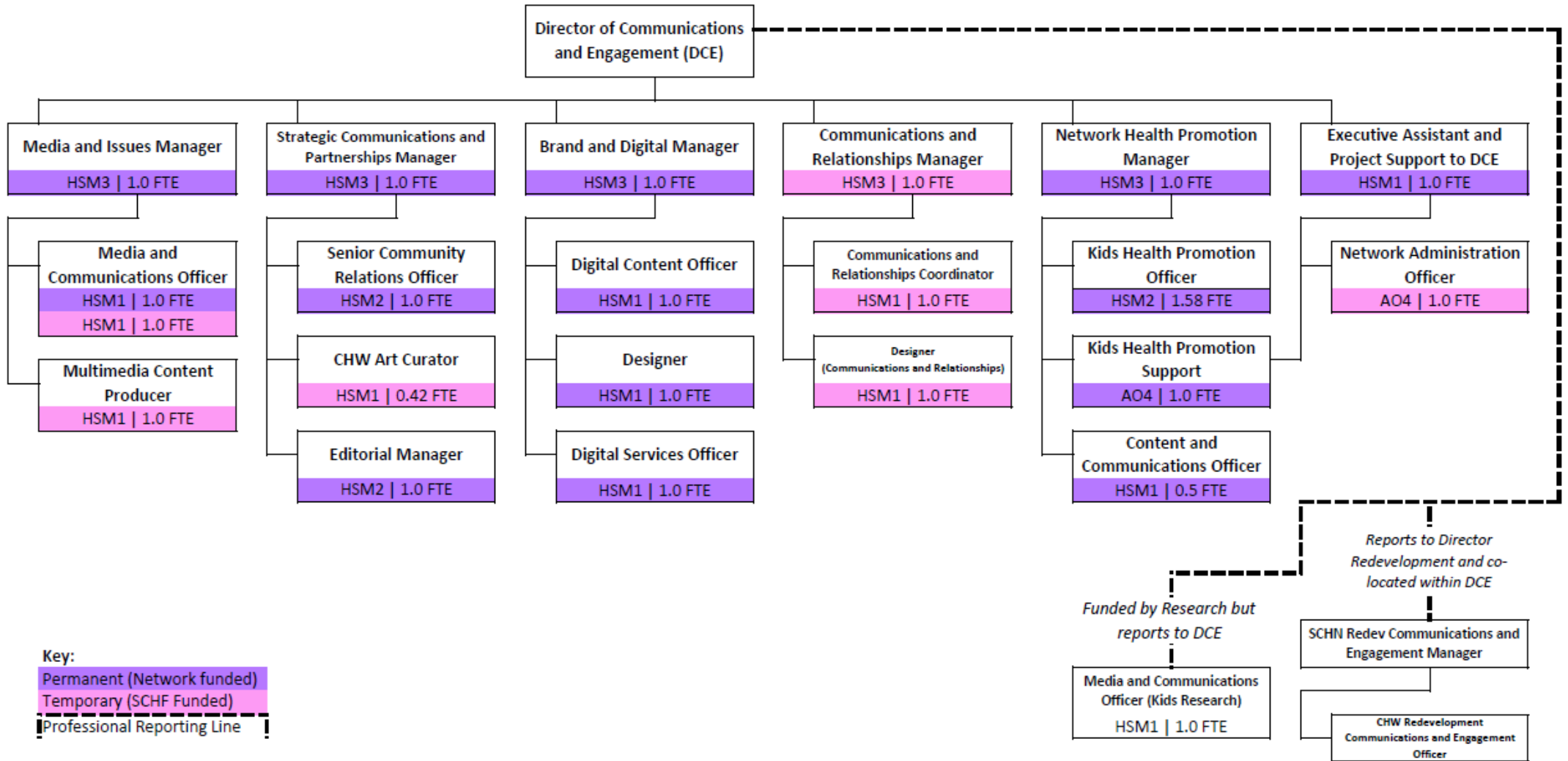
- internal and external communications
- proactive and reactive media management
- issues management and crisis communications
- digital content management – website, digital screens and intranet
- social media (content creation and management of channels)
- speech writing
- internal publications
- organisational branding and style guidance
- SCHN brand ownership and management
- graphic design
- art curation
- community relations (including event support and donations)
- health promotion and harm prevention
- support for SCHF (fundraising content, donor support, impact reporting, patient stories)
- volunteer management (SCH only)

- third party support (e.g. Clown Doctors Australia, Starlight Children’s Foundation, Delta Therapy Dogs)
- photography and videography
- podcasting

The Redevelopment communications team consists of 2.0 FTE who report to the Director of Redevelopment but have dual reporting lines to DCE.

The media team includes 1.0 FTE who report to the Director of Communications and Engagement but is funded by Research (via temporary SCHF funding).

Current Organisational Structure – Communications and Engagement Directorate



Proposed Structure

An updated structure is required to support SCHN's strategic priorities, and meet current and future needs of SCHN staff, patients and families, and the wider community.

The proposed structure aims to continue supporting SCHN in providing communications expertise in a strategic and creative way, with the addition of:

- better defined roles and responsibilities.
- improved reporting lines, increasing team efficiency and functionality.
- sustainable use of, and where required, reallocation of resources.
- a future focus for communications, utilising evolving technologies to deliver information.

The proposed structure includes the following portfolios:

Media and communications: This team will continue to be responsible for upholding and promoting the reputation of SCHN in the media, and other external channels (e.g. social media, LinkedIn). It will also be responsible for creating health promotion and research content and resources for internal and external audiences as well as crisis communications management. This will ensure paediatric health messages, updates and resources are reaching the community and media with the greatest impact, maintaining SCHN as a trusted source of paediatric information.

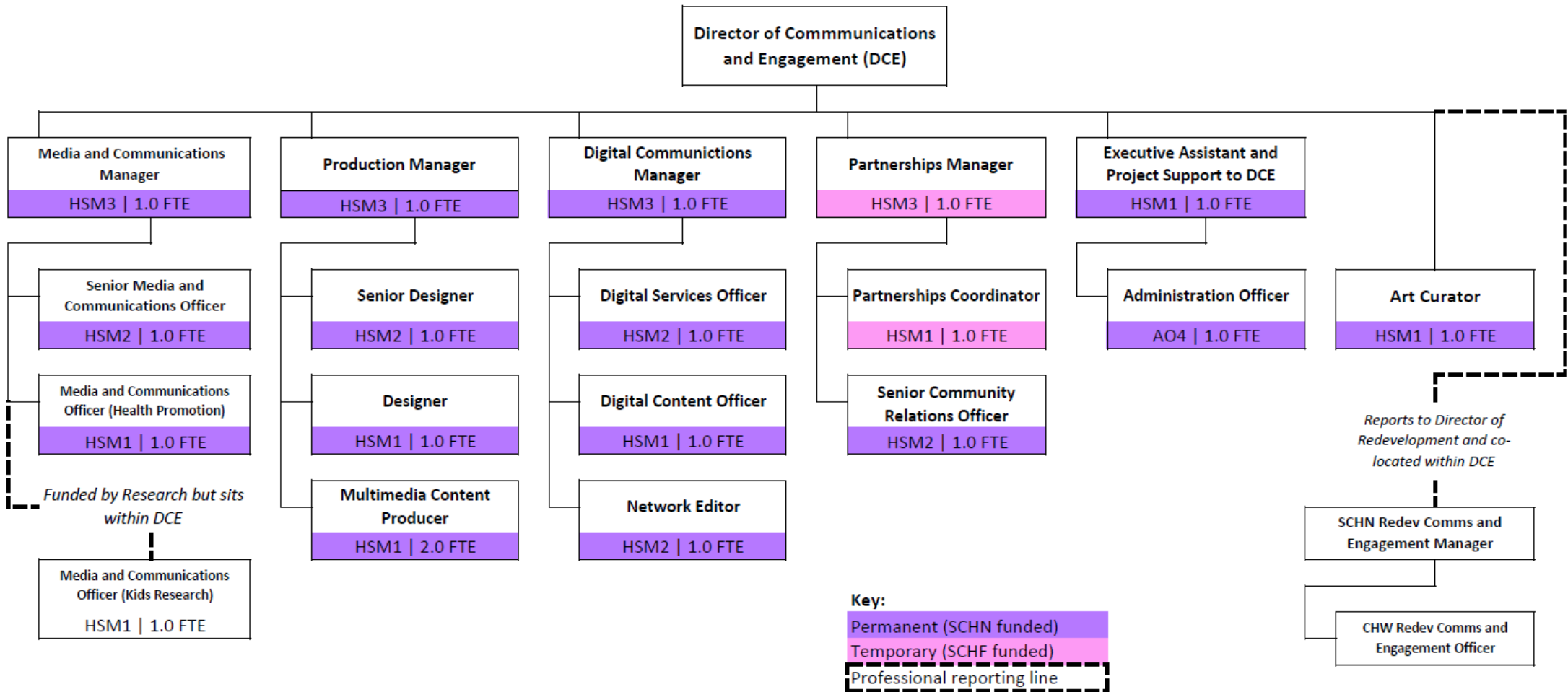
Production: This team will be responsible for all creative collateral, including design, photography, videography and podcasting. By centralising these positions, duplication of work will be reduced, jobs will be prioritised and workflows streamlined. The team will provide advice and guidance, including adherence to brand guidelines, ensuring the right messages reaches intended audiences, in the most appropriate way.

Digital communications: This team will be responsible for managing web-based digital communications (including SCHN websites and intranet), internal communications for staff, patients and families, and external facing publications (e.g. SCHN Annual Review). SCHN's digital first approach to communications will focus on currency of information, accessibility, adherence to digital guidelines and tailoring messages for intended audiences.

Partnerships: This team work collaboratively to strengthen and develop relationships with SCHN's third-party partners, including SCHF. It is responsible for co-ordinating and creating communications opportunities for partners to promote SCHN, its facilities, research and patient and clinician stories in a bid to support philanthropy. The team works with our staff and patient families to support our partners with the content required.

Art curation: Previously based solely at The Children's Hospital at Westmead, this position's remit is increasing to also cover art curation at Sydney Children's Hospital, Randwick. Due to the standalone nature of the work, the position is being reallocated to report to the Director.

Proposed Organisational Structure



Affected Positions

Position	FTE	Grade	Description
Media and Issues Manager	1.0	HSM3	<ul style="list-style-type: none"> Change to position name Minor changes to position description
Media and Communications Officer	2.0	HSM1	<ul style="list-style-type: none"> Positions to be deleted <ul style="list-style-type: none"> 1.0 FTE currently vacant
Multimedia Content Producer	1.0	HSM1	<ul style="list-style-type: none"> FTE increase to 2.0 FTE Change to reporting line Change from temporary to permanent Minor changes to position description
Strategic Communications and Partnerships Manager	1.0	HSM3	<ul style="list-style-type: none"> Position to be deleted
Senior Community Relations Officer	1.0	HSM2	<ul style="list-style-type: none"> Change to reporting line Minor changes to position description
CHW Art Curator	0.42	HSM1	<ul style="list-style-type: none"> FTE increased to 1.0 FTE Change to reporting line Change from temporary to permanent Changes to position description
Editorial Manager	1.0	HSM2	<ul style="list-style-type: none"> Change to reporting line Change to position name Minor changes to position description
Brand and Digital Manager	1.0	HSM3	<ul style="list-style-type: none"> Position to be deleted
Digital Services Officer	1.0	HSM2	<ul style="list-style-type: none"> Change to reporting line Minor changes to position description
Digital Content Officer	1.0	HSM1	<ul style="list-style-type: none"> Change to reporting line Minor changes to position description
Designer	1.0	HSM1	<ul style="list-style-type: none"> Change to reporting line
Communications and Relationships Manager	1.0	HSM3	<ul style="list-style-type: none"> Change to position name Minor changes to position description Changes to direct reports
Communications and Relationships Coordinator	1.0	HSM1	<ul style="list-style-type: none"> Change to position name Minor changes to position description
Designer (Communications and Relationships)	1.0	HSM1	<ul style="list-style-type: none"> Position to be deleted
Network Health Promotion Manager	1.0	HSM3	<ul style="list-style-type: none"> Position to be deleted
Kids Health Promotion Officer	1.58	HSM2	<ul style="list-style-type: none"> Positions to be deleted <ul style="list-style-type: none"> 1.0 FTE currently vacant
Content and Communications Officer	0.5	HSM1	<ul style="list-style-type: none"> Position to be deleted
Kids Health Promotion Support	1.0	AO4	<ul style="list-style-type: none"> Position to be deleted <ul style="list-style-type: none"> 1.0 FTE currently vacant
Network Administration Officer	1.0	AO4	<ul style="list-style-type: none"> Change to position name Change from temporary to permanent Minor changes to position description
Media and Communications Officer (Kids Research)	1.0	HSM1	<ul style="list-style-type: none"> Change to reporting line Minor changes to position description

Proposed New Positions

Position	FTE	Grade	Status	Description
Senior Media and Communications Officer	1.0	HSM2	Permanent	<ul style="list-style-type: none"> • Maintains SCHN’s external media profile. • Develops and delivers strategic communications across media channels. • Manages proactive and reactive media enquiries. • Collaborates with communications colleagues and staff across SCHN.
Media and Communications Officer (Health Promotion)	1.0	HSM1	Permanent	<ul style="list-style-type: none"> • Plans, develops, delivers and evaluates communication activities and campaigns across media and digital channels, focused on health promotion and harm prevention. • Coordinates responses to proactive and reactive public health and harm prevention media enquiries. • Collaborates with communications colleagues and staff across SCHN.
Production Manager	1.0	HSM3	Permanent	<ul style="list-style-type: none"> • Oversees prioritisation and development of creative content across the directorate (design, digital, multimedia and podcasting). • Leads strategic planning of content to maintain SCHN’s visual representation, focusing on audience engagement and relevance. • Supports SCHN’s transformation to a digital first service delivery model.
Senior Designer	1.0	HSM2	Permanent	<ul style="list-style-type: none"> • Guides creation and management of visual design. • Provides expert advice and direction on brand and design to SCHN staff and third-party partners. • Maintains SCHN branding across design collateral. • Leads brand exemption processes and ensures adherence to relevant guidelines.
Digital Communications Manager	1.0	HSM3	Permanent	<ul style="list-style-type: none"> • Leads the strategic development and ongoing management of web-based digital communication platforms. • Maintains and upholds SCHN’s corporate identity across all digital channels. • Oversees development and delivery of internal and external digital communication initiatives.

Recruitment Process to the New Structure

Subject to finalisation of consultation, recruitment to positions within the proposed new structure will be undertaken in accordance with the NSW Health Policy Directives *Managing Excess Staff of the NSW Health Service* (PD2012_021) and *Recruitment and Selection of Staff to the NSW Health Service* (PD2023_024), as outlined below:

- **Direct appointment of permanent staff** to positions with minor changes, where the role remains substantially the same in function, classification and employment status (full time/part time).
- **Declaration of affected staff status**, with eligible staff granted priority access to suitable vacancies across NSW Health.
- **Priority assessment of affected staff** to determine suitability for roles within the new structure at an equivalent classification and employment status (full time/part time).
- **Internal advertisement of unfilled positions within the new structure via DCE**, as follows:
 - **Permanent DCE staff:** Eligible to apply through a merit-based selection process. Staff are encouraged to apply for any roles for which they wish to be considered. Permanent staff will be given priority consideration for equivalent positions, consistent with their substantive employment arrangements and relevant policy requirements.
 - **Temporary DCE staff:** Eligible to apply through a merit-based selection process. Staff are encouraged to apply for any role which they wish to be considered, noting that permanent DCE staff will be prioritised for equivalent positions in line with their substantive employment arrangements.
- **Redeployment considerations** will be explored for any permanent DCE staff who are not appointed to a suitable position within the new structure. In accordance with the NSW Government Workforce Mobility Placement Policy, an eight-week “matching period” applies to all affected staff, during which employees may be matched to suitable roles within NSW Health or the broader NSW Government sector, with the objective of retaining staff within the public sector.
- Where a permanent DCE staff member cannot be placed in a suitable position following redeployment efforts, they may be **declared excess**, subject to Ministry of Health approval and in accordance with the NSW Health Policy Directive *Managing Excess Staff of the NSW Health Service* (PD2012_021).

The proposed organisational changes will be implemented in accordance with (PD2012_021) and associated consultation and procedural requirements.

Position Descriptions for DCE have been reviewed and evaluated and are provided as part of this consultation paper (refer to Append

Consultation

This consultation period is open to DCE team members for two weeks from 19 May 2026. Please send feedback directly to Judy Goldman, Director of Communications and Engagement, by close of business 1 June 2026 via Judy.Goldman@health.nsw.gov.au.

The Health Services Union (HSU) will be notified of the consultation process and be provided with a copy of this paper for comment.

TELUS Health One is available should you require support. The program offers confidential, independent, and professional counselling services to assist staff with a range of concerns. These services are provided at no cost to you and can be accessed at any time by contacting 1800 454 713.

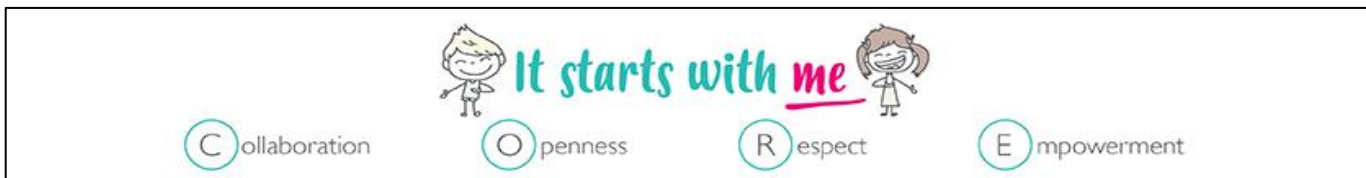
Proposed Timeframes

	Stage	Date/Timeframe
A	Consultation with staff	19 May 2026
B	Notification to unions	19 May 2026
C	Work with staff who may be affected regarding options	From 19 May 2026
D	Consultation close (two weeks)	1 June 2026
E	Feedback reviewed and considered	From 1 June 2026
F	Final consultation document (incorporating any changes identified during consultation) circulated	5 June 2026
G	Continue to work with staff affected by changes	Ongoing
H	Creation of new roles in the staff establishment	From 8 June 2026
I	Recruitment and selection of positions into new structure	From 8 June 2026

Appendix A – Position Descriptions

The proposed roles position description's location within the document are detailed in the below table.

Position	Page
Media and Communications Manager	13
Senior Media and Communications Officer	17
Media and Communications Officer (Health Promotion)	21
Media and Communications Officer (Kids Research)	25
Production Manager	29
Senior Designer	33
Designer	37
Multimedia Content Producer	41
Digital Communications Manager	45
Digital Services Officer	49
Digital Content Officer	53
Network Editor	57
Partnerships Manager	61
Partnerships Coordinator	65
Senior Community Relations Officer	69
Executive Assistant and Project Support to DCE	73
Administration Officer	77
Art Curator	81

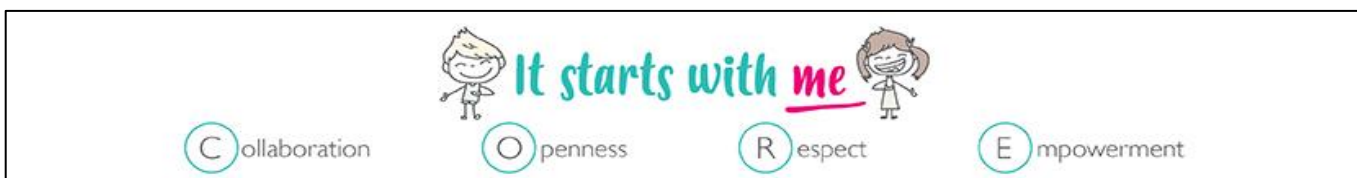


POSITION TITLE (200 characters limit)	Media and Communications Manager
POSITION NUMBER (from Stafflink) MANDATORY If this is a new position, acquire the position number after the new position has been created.	752229 (update to PD047193)
AWARD	Health Managers (State) Award
POSITION CLASSIFICATION	Health Manager Level 3
LOCATION	Sydney Children’s Hospitals Network
DOES THIS ROLE MANAGE/ SUPERVISE OTHERS?	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
DOES THIS REQUIRE SENIOR EXECUTIVE LEVEL STANDARDS?	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
PRIMARY PURPOSE (2800 characters limit in ROB)	<p>The Communications and Engagement Directorate is responsible for implementing the communication, media and engagement strategies, maximising positive communication opportunities, and promoting the Sydney Children’s Hospitals Network (SCHN), its facilities and associated institutions.</p> <p>The Media and Communications Manager leads high-risk communication functions across SCHN, including the delivery of strategic proactive and reactive communications to protect and enhance SCHN’s reputation, and position it as an international leader in children's health.</p> <p>The role works closely with the Chief Executive and Executive Leadership Team to provide expert advice and manage the response to emerging and complex issues.</p>

<p>KEY ACCOUNTABILITIES (3100 characters limit in ROB)</p> <p><i>A high level description of the outcomes the role is expected to deliver.</i></p> <p><i>'Key Accountabilities' should be:</i></p> <ul style="list-style-type: none"> <i>- outcome focused, rather than process focused</i> <i>- ordered in importance and/or frequency</i> <i>- as specific to the role as possible while not detailing tasks.</i> <p><i>There should be no more than 6-8 'Key Accountabilities' in total.</i></p>	<ul style="list-style-type: none"> Ensure every opportunity is taken to publicise the work of all SCHN entities in the areas of medical advancement, research and advocacy. Ensure all media issues are dealt with strategically, effectively and in a timely manner, briefing and liaising with appropriate internal and external stakeholders. Develop proactive and reactive media campaigns, utilising a range of internal and external communications channels. Work closely with the directorate and direct reports to ensure consistent messaging is being delivered across all SCHN entities and channels. Liaise with colleagues to showcase the stories of SCHN staff, patients and the community, maximising internal and external communication opportunities. Liaise with Ministry of Health communications team on supporting state-wide future health strategies. Develop messaging and write internal and external content within deadlines and to final standard. Manage SCHN's communications response to emergency and disaster operations, in close consultation with other SCHN teams. This includes internal and external emergencies. Communicate and maintain the important and ongoing partnerships between SCHN, NSW Government and Ministry of Health, Minister's Office and the wider community. Ensure the consistent and accurate portrayal of SCHN's strategic priorities across all internal and external communications collateral and marketing materials. Oversee media enquiries, coordinating team input to develop factually accurate responses in a timely manner. Collate data and prepare reports on all print, online and social media output across all SCHN entities for relevant Committees and stakeholders (e.g. SCHN Executive and the Board). Coordinate media training for potential SCHN spokespeople, identifying suitable staff and tailoring training scenarios to their area of work. Handle sensitive and complex matters with confidentiality, sensitivity and compassion. Manage and participate in after hours on call service for SCHN on a rostered basis (including public holidays and weekends), and attending events outside of work hours as required.
--	---

KEY CHALLENGES (max 3) (700 characters limit) <i>The challenges that are regularly encountered in the role. The Key Challenges should not restate the Key Accountabilities. There should be minimum of 1 and maximum of 3 "Key Challenges" in total.</i>	Delivering high-quality and strategic advice to Chief Executive, Executive Leadership Team, Director Communications and Engagement, Ministry of Health and NSW Health Minister's Office.	
	Managing team to meet very tight deadlines with a strategic focus to continue positioning SCHN as the leading paediatric healthcare provider.	
	Demonstrating flexibility and adaptability in work practices and effectively managing a high volume of work with competing priorities.	
KEY RELATIONSHIPS (internal) (max 3) (200 characters limit) <i>The key stakeholders and customers the role is expected to interact with routinely, rather than periodically. Relationships with both internal (within the department/agency) and external (outside the department/agency) stakeholders should be included where relevant. All roles require interaction with internal stakeholders, however some roles may not interact with external stakeholders.</i>	WHO	WHY
	Executive Leadership Team	Liaise with and brief on media issues, proactive release planning and communications approvals.
	SCHN staff	Collaborate with on proactive and reactive media, health promotion and showcase positive stories across SCHN.
	Direct reports	Lead, inspire and motivate the team, provide direction and manage performance
KEY RELATIONSHIPS (external) (max 2) (200 characters limit) <i>As above</i>	WHO	WHY
	Ministry of Health/NSW Health Minister's Office/NSW Government	Liaise with and brief on media issues, proactive release planning and communications approvals
IS THIS A PUBLIC SENIOR EXECUTIVE ROLE WHICH MANAGES RELATIONSHIPS AT THE MINISTERIAL LEVEL?	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	<input type="checkbox"/> Other \$ _____ please specify the monetary value of the financial delegation (ex: 5000.00).
FINANCIAL DELEGATION	<input checked="" type="checkbox"/> As per delegation manual	
ESSENTIAL REQUIREMENTS (700 characters in word)	WWCC (Yes/No): No Qualifications/ Licenses/ Registrations (award requirement): N/A	
	Work Health and Safety: <input checked="" type="checkbox"/> Supervisor As a leader you are expected to support the organisation achieve the aims of the safety management system, to establish and maintain a positive health and safety culture in the workplace and to consult with workers and others when making decisions that may	

	<p>impact upon the health, safety and welfare of those in the workplace.</p> <p style="text-align: center;"><u>OR</u></p> <p><input type="checkbox"/> Non-Supervisor You must take all reasonable care for yourself and others and comply with any reasonable instruction, policies and procedures relating to work health safety and wellbeing</p>
<p>SELECTION CRITERIA (700 characters for each criteria in word) (max 8)</p>	<ol style="list-style-type: none"> 1. Tertiary qualifications in media relations and/or journalism, equivalent work experience, or a combination of study and work experience 2. Extensive experience in high level media and issues management, including working closely with relevant agencies to protect and enhance SCHN’s reputation. 3. Demonstrated success in managing media and delivering content across a wide range of platforms 4. Proven leadership and management capability, including managing a team, allocating and delivering outcomes within tight timeframes and budget constraints. 5. Strong interpersonal skills, with the ability to build and maintain effective relationships with diverse stakeholders. 6. Highly developed organisational skills, exceptional attention to detail and the ability to identify, prioritise and appropriately escalate issues to achieve resolution. 7. Significant experience in developing internal and external print and digital publications, targeted to a variety of audiences.
<p>OTHER REQUIREMENTS <u>(Standard text do not amend)</u> (3100 characters in word)</p>	<p>Understand and practice person centred care.</p> <p>Work in partnership with consumers on improving and evaluating the delivery of services.</p> <p>Actively participate in quality improvement activities.</p> <p>Ensure timely and accurate reporting of near or actual, incidents or patient safety concerns.</p> <p>Be familiar with SCHN Child Protection Policy and Procedures and notify any allegations of suspected child abuse and neglect in line with policies.</p> <p>Adhere to all current SCHN and NSW Health policies and procedures, including the NSW Health Code of Conduct.</p>

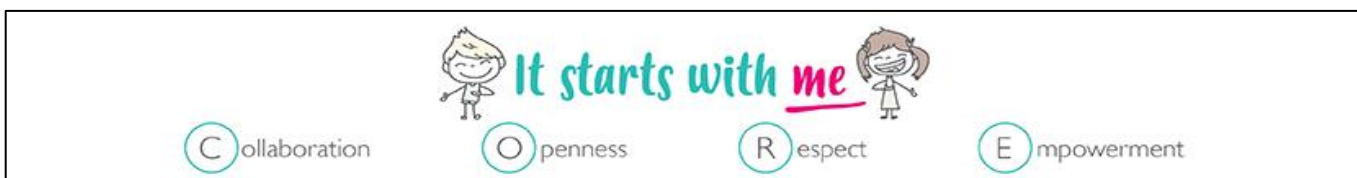


POSITION TITLE (200 characters limit)	Senior Media and Communications Officer
POSITION NUMBER (from Stafflink) MANDATORY If this is a new position, acquire the position number after the new position has been created.	N/A – New position
AWARD	Health Managers (State) Award
POSITION CLASSIFICATION	Health Manager Level 2
LOCATION	Sydney Children’s Hospitals Network
DOES THIS ROLE MANAGE/ SUPERVISE OTHERS?	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
DOES THIS REQUIRE SENIOR EXECUTIVE LEVEL STANDARDS?	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
PRIMARY PURPOSE (2800 characters limit in ROB)	<p>The Communications and Engagement Directorate is responsible for implementing the communication, media and engagement strategies, maximising positive communication opportunities, and promoting the Sydney Children’s Hospitals Network (SCHN), its facilities and associated institutions.</p> <p>The Senior Media and Communications Officer is responsible for maintaining SCHN’s external media profile and strengthening internal stakeholder engagement to position SCHN as international leaders in children’s health.</p> <p>The role involves developing and delivering strategic communications across media and digital channels as well as managing both proactive and reactive enquiries. It requires close collaboration with communications teams at the NSW Ministry of Health and the Minister’s Office.</p>

<p>KEY ACCOUNTABILITIES (3100 characters limit in ROB)</p> <p><i>A high level description of the outcomes the role is expected to deliver.</i></p> <p><i>'Key Accountabilities' should be:</i></p> <ul style="list-style-type: none"> <i>- outcome focused, rather than process focused</i> <i>- ordered in importance and/or frequency</i> <i>- as specific to the role as possible while not detailing tasks.</i> <p><i>There should be no more than 6-8 'Key Accountabilities' in total.</i></p>	<ul style="list-style-type: none"> • Coordinate and deliver timely responses to media enquiries, including requests for information, interviews with staff, patients and families, and overseeing media attendance on site. • Proactively identify and promote positive stories across media and digital channels, showcasing SCHN, its facilities, staff and their work/achievements, and patients and families. • Manage requests from the NSW Ministry of Health and Minister's Office regarding media activity, critical incidents and sensitive issues, escalating where necessary and preparing media statements as required. • Draft, review and edit content for internal and external publications, including websites and newsletters, adapting to suit specific audiences. • Collaborate with colleagues across SCHN to provide strategic media and communications advice and manage content development to support paediatric health priorities, awareness strategies and campaigns. • Oversee SCHN's social media channels, driving audience growth and engagement, managing direct messages and comments, and after-hours management. • Deliver special communications projects as directed by manager. • Develop and maintain effective professional relationships with communications teams across SCHN, the NSW Ministry of Health, the Minister's Office, other Local Health Districts and paediatric health organisations. • Support the delivery of media training for SCHN spokespeople. • Monitor and report on media performance and analytics and stay informed of emerging social media trends and technology. • Participate in an after hours on call roster (including public holidays and weekends) and attend events outside standard working hours as required.
--	--

KEY CHALLENGES (max 3) (700 characters limit) <i>The challenges that are regularly encountered in the role. The Key Challenges should not restate the Key Accountabilities. There should be minimum of 1 and maximum of 3 "Key Challenges" in total.</i>	Demonstrating flexibility and, adaptability to changing circumstances, while managing and prioritising a diverse workload with tight deadlines and budget constraints.	
	Applying highly developed written and verbal communication skills to effectively engage with staff, patients and families, as well as key stakeholders and commercial partners.	
	Exercising sound judgement, problem solving and initiative in decision making, including recognising when to seek guidance or escalate matters.	
KEY RELATIONSHIPS (internal) (max 3) (200 characters limit) <i>The key stakeholders and customers the role is expected to interact with routinely, rather than periodically. Relationships with both internal (within the department/agency) and external (outside the department/agency) stakeholders should be included where relevant. All roles require interaction with internal stakeholders, however some roles may not interact with external stakeholders.</i>	WHO	WHY
	Direct reporting manager	To ensure smooth day to day operations and management of workflows/strategic priorities.
	Communications colleagues across SCHN	Awareness of projects and priorities across SCHN, working in collaboration with the directorate.
	Hospital staff/spokespeople	Collaborate with staff at all levels within the organisation for content creation, including media stories, media responses, social media and communications projects.
KEY RELATIONSHIPS (external) (max 2) (200 characters limit) <i>As above</i>	WHO	WHY
	NSW Ministry of Health and Minister's Office	Approval and collaboration on proactive and reactive media stories.
	SCHN patients, families, research professionals and community groups	Collaborate on media stories to ensure research messaging is reaching the intended audience and is developed with their input.
IS THIS A PUBLIC SENIOR EXECUTIVE ROLE WHICH MANAGES RELATIONSHIPS AT THE MINISTERIAL LEVEL?	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	<input type="checkbox"/> Other \$ _____ please specify the monetary value of the financial delegation (ex: 5000.00).
FINANCIAL DELEGATION	<input checked="" type="checkbox"/> As per delegation manual	
ESSENTIAL REQUIREMENTS (700 characters in word)	WWCC (Yes/No): No Qualifications/ Licenses/ Registrations (award requirement): N/A	
	Work Health and Safety: <input type="checkbox"/> Supervisor As a leader you are expected to support the organisation achieve the aims of the safety management system, to establish and maintain a positive health and safety culture in the workplace and to	

	<p>consult with workers and others when making decisions that may impact upon the health, safety and welfare of those in the workplace.</p> <p style="text-align: center;">OR</p> <p><input checked="" type="checkbox"/> Non-Supervisor You must take all reasonable care for yourself and others and comply with any reasonable instruction, policies and procedures relating to work health safety and wellbeing</p>
<p>SELECTION CRITERIA (700 characters for each criteria in word) (max 8)</p>	<ol style="list-style-type: none"> 1. Tertiary qualifications in media relations, journalism or o equivalent work experience, or a combination of study and work experience. 2. Advanced writing skills, with the ability to distil complex information into clear, concise and engaging key messages. 3. Demonstrated experience producing audience focused content across a range of platforms, including social media, media and web. 4. Strong understanding of how digital content (web and social media) supports audience growth and engagement. 5. Proven ability to plan, deliver, implement and evaluate integrated campaigns across multiple communications channels including media, website and social media. 6. Demonstrated experience in proactively generating and pitching media stories as well as managing reactive media enquiries. 7. Extensive experience in developing, writing and editing content for diverse channels and platforms.
<p>OTHER REQUIREMENTS (Standard text do not amend) (3100 characters in word)</p>	<p>Understand and practice person centred care.</p> <p>Work in partnership with consumers on improving and evaluating the delivery of services.</p> <p>Actively participate in quality improvement activities.</p> <p>Ensure timely and accurate reporting of near or actual, incidents or patient safety concerns.</p> <p>Be familiar with SCHN Child Protection Policy and Procedures and notify any allegations of suspected child abuse and neglect in line with policies.</p> <p>Adhere to all current SCHN and NSW Health policies and procedures, including the NSW Health Code of Conduct.</p>

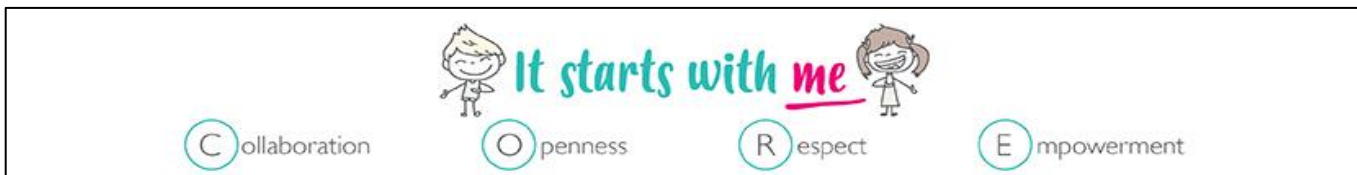


POSITION TITLE (200 characters limit)	Media and Communications Officer (Health Promotion)
POSITION NUMBER (from Stafflink) MANDATORY If this is a new position, acquire the position number after the new position has been created.	N/A – new position
AWARD	Health Managers (State) Award
POSITION CLASSIFICATION	Health Manager Level 1
LOCATION	Sydney Children’s Hospitals Network
DOES THIS ROLE MANAGE/ SUPERVISE OTHERS?	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
DOES THIS REQUIRE SENIOR EXECUTIVE LEVEL STANDARDS?	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
PRIMARY PURPOSE (2800 characters limit in ROB)	<p>The Communications and Engagement Directorate is responsible for implementing the communication, media and engagement strategies, maximising positive communication opportunities, and promoting the Sydney Children’s Hospitals Network (SCHN), its facilities and associated institutions.</p> <p>The Media and Communications Officer (Health Promotion) is responsible for the planning, delivery and evaluation of health and safety promotion and harm prevention initiatives that support the health, safety and wellbeing of children and young people in NSW and nationally.</p> <p>The role involves developing and delivering communication activities and campaigns across media and digital channels. including the Kids Health Hub website, and creating proactive, audience-focused content that promotes health and wellbeing.</p> <p>The position also contributes to proactive and reactive media initiatives and responses for all SCHN facilities as required.</p>

<p>KEY ACCOUNTABILITIES (3100 characters limit in ROB)</p> <p><i>A high level description of the outcomes the role is expected to deliver.</i></p> <p><i>'Key Accountabilities' should be:</i></p> <ul style="list-style-type: none"> <i>- outcome focused, rather than process focused</i> <i>- ordered in importance and/or frequency</i> <i>- as specific to the role as possible while not detailing tasks.</i> <p><i>There should be no more than 6-8 'Key Accountabilities' in total.</i></p>	<ul style="list-style-type: none"> • Plan, develop and implement communications strategies across media and digital channels targeted at both internal and external audiences. • Draft, review and edit content for internal and external health promotion publications including electronic newsletters, web pages, SCHN Fact Sheets, campaign toolkits, reports and social media. • Develop and maintain mutually beneficial internal and external partnerships to achieve identified health promotion objectives, including (but is not limited to), SCHN staff and families, medical professionals, community groups and schools. • Coordinate responses to reactive and proactive paediatric public health and health promotion media enquiries in a timely manner, while maintaining objectives and integrity of SCHN and highlighting SCHN's strategic priorities. This includes handling information requests, interviews with staff, patients and families, and supervising media when on site. • Support the management of social media channels, including initiatives to increase engagement and follower growth. • Respond to issues and requests from the NSW Ministry of Health and Minister's Office relating to paediatric health promotion, media activity, critical incidents, and contentious issues. • Coordinate and support launches, awareness strategies and campaigns aligned with SCHN strategic priorities. • Participate in relevant internal and external health promotion committees and networks as required, adhering to governance frameworks. • Provide after hours on call service for SCHN on a rostered basis (including public holidays and weekends) and attend events outside of work hours as required.
--	--

KEY CHALLENGES (max 3) (700 characters limit) <i>The challenges that are regularly encountered in the role. The Key Challenges should not restate the Key Accountabilities. There should be minimum of 1 and maximum of 3 "Key Challenges" in total</i>	Demonstrating flexibility and adapting work practices to changing circumstances while managing and prioritising a high volume and diverse range of tasks, often within tight deadlines and limited budget.	
	Communicating effectively, both verbally and in writing, with a wide range of stakeholders, including staff, patients and families, Government departments, schools, community groups and commercial partners.	
	Proven ability to exercise sound judgement, solve problems independently, use initiative, and seek guidance when required to support effective decision making.	
KEY RELATIONSHIPS (internal) (max 3) (200 characters limit) <i>The key stakeholders and customers the role is expected to interact with routinely, rather than periodically. Relationships with both internal (within the department/agency) and external (outside the department/agency) stakeholders should be included where relevant. All roles require interaction with internal stakeholders, however some roles may not interact with external stakeholders.</i>	WHO	WHY
	Direct line manager	To ensure smooth day to day operations and management of workflows/priorities.
	Communications colleagues across SCHN	This position operates within DCE and needs to be aware of the projects and priorities across the team.
	SCHN staff/spokespeople	Collaborate with staff at all levels within the organisation for content creation, including media stories, media responses, social media and health promotion campaigns.
KEY RELATIONSHIPS (external) (max 2) (200 characters limit) <i>As above</i>	WHO	WHY
	NSW Ministry of Health, Minister's Office and other organisations	Approval and collaboration on proactive and reactive media stories.
	Families, professionals and community groups (including priority populations)	Collaborate on media stories to ensure health promotion and public health messaging and campaigns are reaching the intended audience and developed with their input.
IS THIS A PUBLIC SENIOR EXECUTIVE ROLE WHICH MANAGES RELATIONSHIPS AT THE MINISTERIAL LEVEL?	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	<input type="checkbox"/> Other \$ _____ please specify the monetary value of the financial delegation (ex: 5000.00).
FINANCIAL DELEGATION	<input checked="" type="checkbox"/> As per delegation manual	
ESSENTIAL REQUIREMENTS (700 characters in word)	WWCC (Yes/No): No Qualifications/ Licenses/ Registrations (award requirement): N/A	
	Work Health and Safety: <input type="checkbox"/> Supervisor As a leader you are expected to support the organisation achieve the aims of the safety management system, to establish and maintain a positive health and safety culture in the workplace and to	

	<p>consult with workers and others when making decisions that may impact upon the health, safety and welfare of those in the workplace.</p> <p style="text-align: center;">OR</p> <p><input checked="" type="checkbox"/> Non-Supervisor You must take all reasonable care for yourself and others and comply with any reasonable instruction, policies and procedures relating to work health safety and wellbeing</p>
<p>SELECTION CRITERIA (700 characters for each criteria in word) (max 8)</p>	<ol style="list-style-type: none"> 1. Tertiary qualifications in media relations, journalism or relevant field or, equivalent professional experience, or a combination of study and work experience. 2. Demonstrated application of knowledge and understanding of health promotion theory and public health practice, with the ability to distil complex information into clear, concise key messages. 3. Strong experience in writing, developing and editing content for a variety of channels and platforms 4. Experience using a Content Management System and familiarity with UX and UI design principles, with a working knowledge of how online content contributes to audience development. 5. Demonstrated experience creating audience focused content suitable for diverse channels including social media, media and websites. 6. Proven ability to implement and evaluate campaigns across various communication channels including media, website and social media. 7. Proven experience generating and pitching proactive media stories and dealing with the reactive media.
<p>OTHER REQUIREMENTS (Standard text do not amend) (3100 characters in word)</p>	<p>Understand and practice person centred care.</p> <p>Work in partnership with consumers on improving and evaluating the delivery of services.</p> <p>Actively participate in quality improvement activities.</p> <p>Ensure timely and accurate reporting of near or actual, incidents or patient safety concerns.</p> <p>Be familiar with SCHN Child Protection Policy and Procedures and notify any allegations of suspected child abuse and neglect in line with policies.</p> <p>Adhere to all current SCHN and NSW Health policies and procedures, including the NSW Health Code of Conduct.</p>

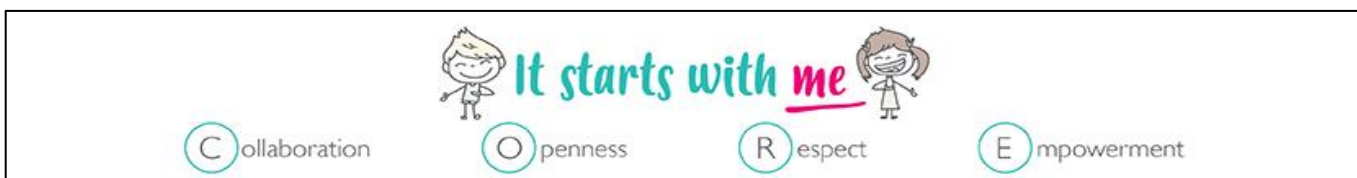


POSITION TITLE (200 characters limit)	Media and Communications Officer (Kids Research)
POSITION NUMBER (from Stafflink) MANDATORY If this is a new position, acquire the position number after the new position has been created.	759131 (update to PD020252)
AWARD	Health Managers (State) Award
POSITION CLASSIFICATION	Health Manager Level 1
LOCATION	Sydney Children’s Hospitals Network
DOES THIS ROLE MANAGE/ SUPERVISE OTHERS?	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
DOES THIS REQUIRE SENIOR EXECUTIVE LEVEL STANDARDS?	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
PRIMARY PURPOSE (2800 characters limit in ROB)	<p>The Communications and Engagement Directorate is responsible for implementing the communication, media and engagement strategies, maximising positive communication opportunities, and promoting the Sydney Children’s Hospitals Network (SCHN), its facilities and associated institutions.</p> <p>The Media and Communications Officer (Kids Research) is responsible for building and maintaining the media profile of Kids Research across internal and external channels.</p> <p>The role involves developing and delivering communication activities and campaigns across media and digital channels, including the Kids Research website, and creating proactive, audience-focused content to support priority projects across Kids Research.</p> <p>The position also contributes to proactive and reactive media initiatives and responses for all SCHN facilities as required.</p>

<p>KEY ACCOUNTABILITIES (3100 characters limit in ROB)</p> <p><i>A high level description of the outcomes the role is expected to deliver.</i></p> <p><i>'Key Accountabilities' should be:</i></p> <ul style="list-style-type: none"> <i>- outcome focused, rather than process focused</i> <i>- ordered in importance and/or frequency</i> <i>- as specific to the role as possible while not detailing tasks.</i> <p><i>There should be no more than 6-8 'Key Accountabilities' in total.</i></p>	<ul style="list-style-type: none"> • Plan, develop and implement communications strategies across media and digital channels targeted at both internal and external audiences. • Draft, review and edit content for internal and external publications including electronic newsletters, web pages, reports and social media. • Develop and maintain mutually beneficial internal and external partnerships to achieve identified research objectives, including (but is not limited to), SCHN staff and families, medical professionals and research groups and organisations. • Coordinate responses to reactive and proactive paediatric research media enquiries in a timely manner, while maintaining objectives and integrity of SCHN and highlighting SCHN's strategic priorities. This includes handling information requests, interviews with staff, patients and families, and supervising media when on site. • Support the management of social media channels, including initiatives to increase engagement and follower growth. • Respond to issues and requests from the NSW Ministry of Health and Minister's Office related to research media activity, promotion, critical incidents, or contentious issues. • Coordinate and support launches, awareness campaigns and promotional activities aligned with SCHN strategic priorities. • Participate in relevant internal and external research communications committees and networks as required, adhering to governance frameworks. • Provide after hours on call service for SCHN on a rostered basis, including public holidays and weekends, and attend events outside normal hours as required.
--	---

KEY CHALLENGES (max 3) (700 characters limit) <i>The challenges that are regularly encountered in the role. The Key Challenges should not restate the Key Accountabilities. There should be minimum of 1 and maximum of 3 "Key Challenges" in total.</i>	Demonstrated flexibility and adapting work practices to suit changing circumstances, while managing and prioritising a high volume and diverse range of tasks, often within tight deadlines and limited budget.	
	Communicating effectively, both verbally and in writing, with a wide range of stakeholders, including staff, patients and families, Government departments, research agencies, universities and commercial partners.	
	Proven ability to exercise sound judgement, solve problems independently, use initiative, and seek guidance when required to support effective decision making.	
KEY RELATIONSHIPS (internal) (max 3) (200 characters limit) <i>The key stakeholders and customers the role is expected to interact with routinely, rather than periodically. Relationships with both internal (within the department/agency) and external (outside the department/agency) stakeholders should be included where relevant. All roles require interaction with internal stakeholders, however some roles may not interact with external stakeholders.</i>	WHO	WHY
	Direct line manager	To ensure smooth day to day operations and management of workflows/priorities.
	Communications colleagues across SCHN	This position operates within DCE and needs to be aware of the projects and priorities across the team.
	SCHN staff/spokespeople	Collaborate with staff at all levels within the organisation for content creation, including media stories, media responses, social media and communications projects.
KEY RELATIONSHIPS (external) (max 2) (200 characters limit) <i>As above</i>	WHO	WHY
	Office for Health and Medical Research, NSW Ministry of Health, Minister's Office	Approval and collaboration on proactive and reactive media stories.
	Families, professionals and community groups (including priority populations)	Collaborate on media stories to ensure health promotion and public health messaging and campaigns are reaching the intended audience and developed with their input.
IS THIS A PUBLIC SENIOR EXECUTIVE ROLE WHICH MANAGES RELATIONSHIPS AT THE MINISTERIAL LEVEL?	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	<input type="checkbox"/> Other \$ _____ please specify the monetary value of the financial delegation (ex: 5000.00).
FINANCIAL DELEGATION	<input checked="" type="checkbox"/> As per delegation manual	
ESSENTIAL REQUIREMENTS (700 characters in word)	WWCC (Yes/No): No Qualifications/ Licenses/ Registrations (award requirement): N/A	

	<p>Work Health and Safety:</p> <p><input type="checkbox"/> Supervisor As a leader you are expected to support the organisation achieve the aims of the safety management system, to establish and maintain a positive health and safety culture in the workplace and to consult with workers and others when making decisions that may impact upon the health, safety and welfare of those in the workplace.</p> <p style="text-align: center;">OR</p> <p><input checked="" type="checkbox"/> Non-Supervisor You must take all reasonable care for yourself and others and comply with any reasonable instruction, policies and procedures relating to work health safety and wellbeing</p>
<p>SELECTION CRITERIA (700 characters for each criteria in word) (max 8)</p>	<ol style="list-style-type: none"> 1. Tertiary qualification in media relations, journalism or relevant field or, equivalent work experience, or a combination of study and professional work experience. 2. Demonstrated application of knowledge and understanding of research theory and practice, with the ability to distil complex information into clear, concise key messages. 3. Strong experience in writing, developing and editing content for a variety of channels and platforms 4. Experience in using Content Management Systems and familiarity with UX and UI design principles, with a working knowledge of how online content contributes to audience development. 5. Demonstrated experience creating audience focused content tailored to diverse channels, including social media, media outlets, and websites. 6. Proven ability to implement and evaluate campaigns across various communication channels including media, website and social media. 7. Proven experience generating and pitching proactive media stories and dealing with the reactive media.
<p>OTHER REQUIREMENTS (Standard text do not amend) (3100 characters in word)</p>	<p>Understand and practice person centred care.</p> <p>Work in partnership with consumers on improving and evaluating the delivery of services.</p> <p>Actively participate in quality improvement activities.</p> <p>Ensure timely and accurate reporting of near or actual, incidents or patient safety concerns.</p> <p>Be familiar with SCHN Child Protection Policy and Procedures and notify any allegations of suspected child abuse and neglect in line with policies.</p> <p>Adhere to all current SCHN and NSW Health policies and procedures, including the NSW Health Code of Conduct.</p>

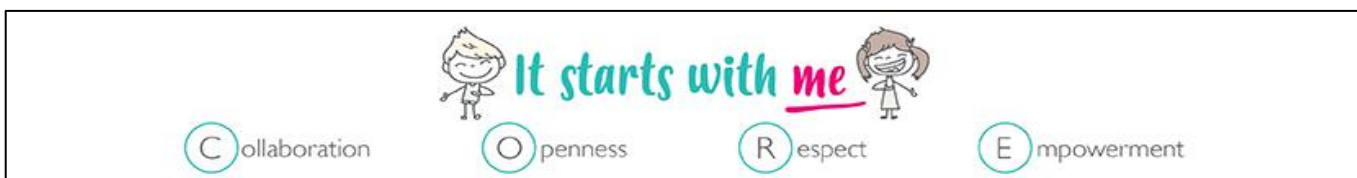


POSITION TITLE (200 characters limit)	Production Manager
POSITION NUMBER (from Stafflink) MANDATORY If this is a new position, acquire the position number after the new position has been created.	N/A – new position
AWARD	Health Managers (State) Award
POSITION CLASSIFICATION	Health Manager Level 3
LOCATION	Sydney Children’s Hospitals Network
DOES THIS ROLE MANAGE/ SUPERVISE OTHERS?	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
DOES THIS REQUIRE SENIOR EXECUTIVE LEVEL STANDARDS?	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
PRIMARY PURPOSE (2800 characters limit in ROB)	<p>The Communications and Engagement Directorate is responsible for implementing the communication, media and engagement strategies, maximising positive communication opportunities, and promoting the Sydney Children’s Hospitals Network (SCHN), its facilities and associated institutions.</p> <p>The Production Manager oversees the development and delivery of creative content across the directorate, including digital, design, multimedia and podcasting outputs, ensuring all collateral aligns with SCHN corporate branding guidelines.</p> <p>The role also leads the strategic planning and prioritising of content to ensure SCHN is represented across internal and external channels, with a strong focus on audience engagement and relevance.</p>

<p>KEY ACCOUNTABILITIES (3100 characters limit in ROB)</p> <p><i>A high level description of the outcomes the role is expected to deliver.</i></p> <p><i>'Key Accountabilities' should be:</i></p> <ul style="list-style-type: none"> <i>- outcome focused, rather than process focused</i> <i>- ordered in importance and/or frequency</i> <i>- as specific to the role as possible while not detailing tasks.</i> <p><i>There should be no more than 6-8 'Key Accountabilities' in total.</i></p>	<ul style="list-style-type: none"> • Provide leadership and management to a specialist team, including technical direction, resource allocation, and compliance with NSW Government, NSW Health and SCHN policies and guidelines. • Manage ongoing NSW Government brand exemptions ensuring all conditions of use are strictly adhered to. • Offer guidance and leadership across SCHN entities on best practice in content management and visual identity. • Represent SCHN in discussions with partners and external agencies regarding multimedia content and brand standards. • Establish and confirm protocols, data formats, templates and standards for design prototypes in collaboration with stakeholders. • Work closely with the directorate to prioritise, develop and produce internal and external collateral. • Oversee multimedia project requests (including long and short-term projects), managing workloads, production schedules and equipment maintenance, within budget constraints, while keeping stakeholders informed of progress. • Provide guidance, recommendations on planning, writing, editing and reviewing scripts, storyboards and content materials. • Conduct regular reviews and reporting of analytics, identifying successes and areas for improvement, and provide actionable recommendations to SCHN management and content owners. • Maintain and promote SCHN's visual identity, advocating for the adoption of emerging technologies • Support the transformation of SCHN toward a digital first and multimedia focused service delivery model. • Lead, manage and develop staff, including setting performance expectations, providing coaching and feedback, and fostering a collaborative, high-performing team culture.
---	---

KEY CHALLENGES (max 3) (700 characters limit) <i>The challenges that are regularly encountered in the role. The Key Challenges should not restate the Key Accountabilities. There should be minimum of 1 and maximum of 3 "Key Challenges" in total</i>	Strategically and operationally manage existing and emerging multimedia content platforms and collateral to consistently deliver high quality outcomes.	
	Navigate and prioritise complex, competing internal and external projects and demands to meet tight deadlines and limited budgets.	
	Facilitate SCHN’s ongoing shift from traditional communication methods to contemporary, audience focused communication models.	
KEY RELATIONSHIPS (internal) (max 3) (200 characters limit) <i>The key stakeholders and customers the role is expected to interact with routinely, rather than periodically. Relationships with both internal (within the department/agency) and external (outside the department/agency) stakeholders should be included where relevant. All roles require interaction with internal stakeholders, however some roles may not interact with external stakeholders.</i>	WHO	WHY
	Direct reports	Lead, inspire and motivate the team, provide strong direction and manage performance.
	SCHN staff	Develop and maintain productive and professional relationships, to exchange information and advice, and ensure collateral and branding is consistent across SCHN.
KEY RELATIONSHIPS (external) (max 2) (200 characters limit) <i>As above</i>	WHO	WHY
	NSW Health	Ensure governance is adhered to and aligned with policies and procedures (including, but not limited to, branding and web consolidation)
	External agencies	Liaise with and oversee delivery of services and resources, focusing on high quality cost effective solutions.
IS THIS A PUBLIC SENIOR EXECUTIVE ROLE WHICH MANAGES RELATIONSHIPS AT THE MINISTERIAL LEVEL?	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	<input type="checkbox"/> Other \$ _____ please specify the monetary value of the financial delegation (ex: 5000.00).
FINANCIAL DELEGATION	<input checked="" type="checkbox"/> As per delegation manual	
ESSENTIAL REQUIREMENTS (700 characters in word)	WWCC (Yes/No): No Qualifications/ Licenses/ Registrations (award requirement): N/A	
	Work Health and Safety: <input checked="" type="checkbox"/> Supervisor As a leader you are expected to support the organisation achieve the aims of the safety management system, to establish and maintain a positive health and safety culture in the workplace and to consult with workers and others when making decisions that may	

	<p>impact upon the health, safety and welfare of those in the workplace.</p> <p style="text-align: center;"><u>OR</u></p> <p><input type="checkbox"/> Non-Supervisor You must take all reasonable care for yourself and others and comply with any reasonable instruction, policies and procedures relating to work health safety and wellbeing</p>
<p>SELECTION CRITERIA (700 characters for each criteria in word) (max 8)</p>	<ol style="list-style-type: none"> 1. Tertiary qualification in digital communications, or an equivalent combination of study and professional work experience. 2. Extensive experience leading and managing a multi-skilled team to deliver complex digital, design or multimedia projects within tight deadlines and budget constraints. 3. Proven ability to resolve complex challenges in the multi-media industry, supporting strategic objectives. 4. Advanced knowledge of Content Management Systems with familiarity in UX and UI design principles. 5. Demonstrated capability in managing competing priorities and meeting tight deadlines with flexibility to adapt work practices to changing circumstances. 6. Highly developed oral and written communications skills, with strong consultation, negotiation, consensus building and stakeholder management abilities. 7. Strong organisational skills and attention to detail and the ability to identify issues and escalate effectively to achieve resolutions. 8. Experience writing, developing and editing content targeting key stakeholders and audiences for a variety of channels and platforms.
<p>OTHER REQUIREMENTS <u>(Standard text do not amend)</u> (3100 characters in word)</p>	<p>Understand and practice person centred care.</p> <p>Work in partnership with consumers on improving and evaluating the delivery of services.</p> <p>Actively participate in quality improvement activities.</p> <p>Ensure timely and accurate reporting of near or actual, incidents or patient safety concerns.</p> <p>Be familiar with SCHN Child Protection Policy and Procedures and notify any allegations of suspected child abuse and neglect in line with policies.</p> <p>Adhere to all current SCHN and NSW Health policies and procedures, including the NSW Health Code of Conduct.</p>

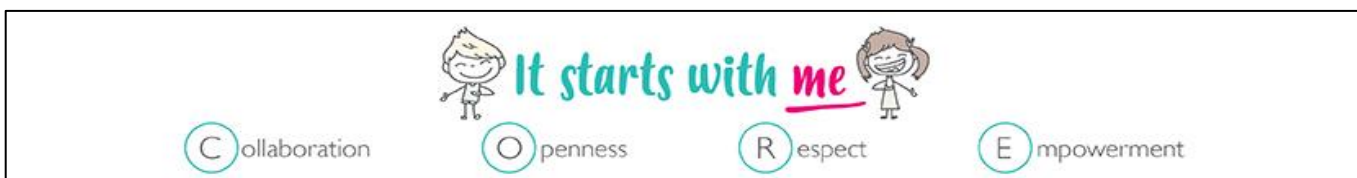


POSITION TITLE (200 characters limit)	Senior Designer
POSITION NUMBER (from Stafflink) MANDATORY If this is a new position, acquire the position number after the new position has been created.	N/A – new position
AWARD	Health Managers (State) Award
POSITION CLASSIFICATION	Health Manager Level 2
LOCATION	Sydney Children’s Hospitals Network
DOES THIS ROLE MANAGE/ SUPERVISE OTHERS?	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
DOES THIS REQUIRE SENIOR EXECUTIVE LEVEL STANDARDS?	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
PRIMARY PURPOSE (2800 characters limit in ROB)	<p>The Communications and Engagement Directorate is responsible for implementing the communication, media and engagement strategies, maximising positive communication opportunities, and promoting the Sydney Children’s Hospitals Network (SCHN), its facilities and associated institutions.</p> <p>The Senior Designer guides the creation and management of high-quality visual design that supports SCHN’s communication objectives, engaging a diverse audience through a range of messages, platforms, and communication channels.</p> <p>The role provides creative direction and contributes to project planning, while ensuring the consistent application of SCHN’s visual identity across both internal and external communications.</p>

<p>KEY ACCOUNTABILITIES (3100 characters limit in ROB)</p> <p><i>A high level description of the outcomes the role is expected to deliver.</i></p> <p><i>'Key Accountabilities' should be:</i></p> <ul style="list-style-type: none"> <i>- outcome focused, rather than process focused</i> <i>- ordered in importance and/or frequency</i> <i>- as specific to the role as possible while not detailing tasks.</i> <p><i>There should be no more than 6-8 'Key Accountabilities' in total.</i></p>	<ul style="list-style-type: none"> Operate in line with SCHN, NSW Government and NSW Health policies and guidelines, including those related to publications and corporate branding. Provide expert advice and direction on brand and design to SCHN, Sydney Children’s Hospitals Foundation (SCHF) and partner organisations, ensuring all print and digital materials meet agreed objectives, maintain high quality, and are delivered cost effectively and on time. Lead the strategic design of priority SCHN projects, including reports, strategic plans, wayfinding and key campaigns. Contribute to the development and ongoing management of SCHN’s visual identity across all design outputs, including websites, print collateral, and digital resources. Manage brand exemption processes, ensuring compliance with NSW Government guidelines and coordinating renewals and updates. Provide guidance and support to designers within the Directorate, and across SCHN, translating written content into clear, accessible and visually engaging formats. Assist with the design and development of a range of communication materials, such as booklets, brochures, flyers, newsletters, business cards, posters and other material required by stakeholders, while meeting tight deadlines and working within budget constraints. Maintain effective relationships with external suppliers, ensuring high quality and cost-efficient print production. Collaborate with Communications and Engagement Directorate colleagues to maintain a current and compliant photographic library, and support photo shoots as required. Work closely with design colleagues to plan workloads, monitor progress, and assess upcoming projects.
---	---

KEY CHALLENGES (max 3) (700 characters limit) <i>The challenges that are regularly encountered in the role. The Key Challenges should not restate the Key Accountabilities. There should be minimum of 1 and maximum of 3 "Key Challenges" in total.</i>	Demonstrating flexibility and adaptability in work practices, with the ability to apply creative and innovative solutions to enhance productivity and effectiveness.	
	Maintaining consistently high-quality audience-centred outputs and ensuring brand integrity across all SCHN and third-party collateral, events and initiatives.	
	Influencing and guiding design and brand decision making processes with key stakeholders.	
KEY RELATIONSHIPS (internal) (max 3) (200 characters limit) <i>The key stakeholders and customers the role is expected to interact with routinely, rather than periodically. Relationships with both internal (within the department/agency) and external (outside the department/agency) stakeholders should be included where relevant. All roles require interaction with internal stakeholders, however some roles may not interact with external stakeholders.</i>	WHO	WHY
	Direct line manager	To ensure all brand and design is consistent across SCHN, SCHF and other partners.
	SCHN staff	To ensure all brand and design is consistent across SCHN and provide advice and guidance to projects.
KEY RELATIONSHIPS (external) (max 2) (200 characters limit) <i>As above</i>	WHO	WHY
	SCHN partners and third parties	Provide design advice, solutions and guidance to ensure consistency of SCHN's corporate image.
	Printers/external agencies	Ensure best price and professional production of resources and promotional material.
	NSW Health (including Department of Customer Service)	Ensure corporate branding governance and an understanding of NSW Health priorities.
IS THIS A PUBLIC SENIOR EXECUTIVE ROLE WHICH MANAGES RELATIONSHIPS AT THE MINISTERIAL LEVEL?	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	<input type="checkbox"/> Other \$ _____ please specify the monetary value of the financial delegation (ex: 5000.00).
FINANCIAL DELEGATION	<input checked="" type="checkbox"/> As per delegation manual	
ESSENTIAL REQUIREMENTS (700 characters in word)	WWCC (Yes/No): No Qualifications/ Licenses/ Registrations (award requirement): N/A	

	<p>Work Health and Safety:</p> <p><input type="checkbox"/> Supervisor As a leader you are expected to support the organisation achieve the aims of the safety management system, to establish and maintain a positive health and safety culture in the workplace and to consult with workers and others when making decisions that may impact upon the health, safety and welfare of those in the workplace.</p> <p style="text-align: center;">OR</p> <p><input checked="" type="checkbox"/> Non-Supervisor You must take all reasonable care for yourself and others and comply with any reasonable instruction, policies and procedures relating to work health safety and wellbeing</p>
<p>SELECTION CRITERIA (700 characters for each criteria in word) (max 8)</p>	<ol style="list-style-type: none"> 1. Tertiary qualifications in graphic design, or an equivalent combination of study and professional work experience. 2. Extensive experience using Adobe Creative Cloud, including but not limited to Adobe Illustrator, Adobe Photoshop, InDesign and the Microsoft Office suite in an Apple Macintosh environment. 3. Demonstrated ability to apply strategic and creative thinking to deliver high quality design outcomes in resource constrained environments. 4. Strong communication and interpersonal skills, with proven experience engaging with diverse stakeholders to provide design advice, concepts, and direction. 5. Highly developed organisational skills, with the ability to effectively plan, prioritise workloads and meet deadlines. 6. Proven ability to work independently with minimal supervision, while managing a broad range of complex, often competing tasks. 7. Demonstrated experience in web design, photography and video production.
<p>OTHER REQUIREMENTS <u>(Standard text do not amend)</u> (3100 characters in word)</p>	<p>Understand and practice person centred care.</p> <p>Work in partnership with consumers on improving and evaluating the delivery of services.</p> <p>Actively participate in quality improvement activities.</p> <p>Ensure timely and accurate reporting of near or actual, incidents or patient safety concerns.</p> <p>Be familiar with SCHN Child Protection Policy and Procedures and notify any allegations of suspected child abuse and neglect in line with policies.</p> <p>Adhere to all current SCHN and NSW Health policies and procedures, including the NSW Health Code of Conduct.</p>



POSITION TITLE (200 characters limit)	Designer
POSITION NUMBER (from Stafflink) MANDATORY If this is a new position, acquire the position number after the new position has been created.	754439 (update to PD018365)
AWARD	Health Managers (State) Award
POSITION CLASSIFICATION	Health Manager Level 1
LOCATION	Sydney Children’s Hospitals Network
DOES THIS ROLE MANAGE/ SUPERVISE OTHERS?	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
DOES THIS REQUIRE SENIOR EXECUTIVE LEVEL STANDARDS?	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
PRIMARY PURPOSE (2800 characters limit in ROB)	<p>The Communications and Engagement Directorate is responsible for implementing the communication, media and engagement strategies, maximising positive communication opportunities, and promoting the Sydney Children’s Hospitals Network (SCHN), its facilities and associated institutions.</p> <p>This role delivers design services and provides professional advice and guidance to ensure consistent branding and the maintenance of SCHN’s identity across all information products, marketing materials, and online content.</p>

<p>KEY ACCOUNTABILITIES (3100 characters limit in ROB)</p> <p><i>A high level description of the outcomes the role is expected to deliver.</i></p> <p><i>'Key Accountabilities' should be:</i></p> <ul style="list-style-type: none"> <i>- outcome focused, rather than process focused</i> <i>- ordered in importance and/or frequency</i> <i>- as specific to the role as possible while not detailing tasks.</i> <p><i>There should be no more than 6-8 'Key Accountabilities' in total.</i></p>	<ul style="list-style-type: none"> • Adhere to all relevant SCHN, NSW Government and NSW Health policies and guidelines, including those related to publications and corporate identity. • Provide advice to SCHN and external partners (including Sydney Children’s Hospitals Foundation (SCHF)) to ensure all print and digital materials meet agreed objectives, are delivered efficiently, remain cost effective and in a timely manner. • Collaborate within a team environment to manage and prioritise a large volume and variety of diverse work, often under very tight deadlines, to deliver high-quality customer focused publication and digital services. • Design and produce a wide range of communication materials, such as booklets, brochures, flyers, newsletters, business cards, posters and other material required by internal stakeholders, ensuring alignment with quality standards, budgets and timelines. • Offer branding and design advice and guidance across digital platforms, electronic presentations, multi-media publishing and merchandise materials to maintain a consistent corporate image. • Collaborate with the Communications and Engagement Directorate on branding and digital content production and collateral. • Educate SCHN and external partners about relevant policies and guidelines relating to publications and corporate identity. • Build and maintain strong working relationships with external suppliers, overseeing and monitoring their deliverables throughout the production process. • Support budget management by tracking and monitoring design and production expenditure to ensure cost efficiency. • Provide advice and guidance to SCHN and external partners intending to 'outsource' design tasks, to ensure correct application of corporate branding in externally produced materials. • Maintain an up to date and relevant photographic library for use in a wide range of applications and assist with photo shoots when required. • Collaborate closely with design colleagues to assess work schedules, review progress and evaluate upcoming projects.
---	--

KEY CHALLENGES (max 3) (700 characters limit) <i>The challenges that are regularly encountered in the role. The Key Challenges should not restate the Key Accountabilities. There should be minimum of 1 and maximum of 3 "Key Challenges" in total.</i>	Demonstrated ability to adapt work practices to changing circumstances, applying creative and innovative approaches to enhance productivity and effectiveness.	
	Ensure the delivery of high-quality products and consistent branding across all SCHN health promotion collateral, events and initiative, while adhering to brand guidelines and working within budget constraints.	
	Maintain high quality standards and brand consistency across all creative collateral, events, and initiatives produced in collaboration with external partners.	
KEY RELATIONSHIPS (internal) (max 3) (200 characters limit) <i>The key stakeholders and customers the role is expected to interact with routinely, rather than periodically. Relationships with both internal (within the department/agency) and external (outside the department/agency) stakeholders should be included where relevant. All roles require interaction with internal stakeholders, however some roles may not interact with external stakeholders.</i>	WHO	WHY
	Direct line manager and design colleagues	To ensure all brand and design is consistent across SCHN.
	SCHN staff	To ensure all brand and design is consistent across SCHN.
KEY RELATIONSHIPS (external) (max 2) (200 characters limit) <i>As above</i>	WHO	WHY
	SCHF staff and external partners	Provide design advice, solutions and guidance to ensure consistency of SCHN's corporate image.
	Printers/external agencies	Ensure best price and professional production of resources and promotional material.
	NSW Health (including Department of Customer Service)	Ensure corporate branding governance and an understanding of NSW Health priorities.
IS THIS A PUBLIC SENIOR EXECUTIVE ROLE WHICH MANAGES RELATIONSHIPS AT THE MINISTERIAL LEVEL?	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	<input type="checkbox"/> Other \$ _____ please specify the monetary value of the financial delegation (ex: 5000.00).
FINANCIAL DELEGATION	<input checked="" type="checkbox"/> As per delegation manual	
ESSENTIAL REQUIREMENTS (700 characters in word)	WWCC (Yes/No): No Qualifications/ Licenses/ Registrations (award requirement): N/A	
	Work Health and Safety: <input type="checkbox"/> Supervisor As a leader you are expected to support the organisation achieve the aims of the safety management system, to establish and	

	<p>maintain a positive health and safety culture in the workplace and to consult with workers and others when making decisions that may impact upon the health, safety and welfare of those in the workplace.</p> <p style="text-align: center;"><u>OR</u></p> <p><input checked="" type="checkbox"/> Non-Supervisor You must take all reasonable care for yourself and others and comply with any reasonable instruction, policies and procedures relating to work health safety and wellbeing</p>
<p>1</p>	<p>1. Tertiary qualifications in graphic design, or an equivalent combination of study and professional work experience.</p>
	<p>2. Proven experience using Adobe Creative Cloud, (including Adobe Illustrator, Adobe Photoshop, InDesign) and the Microsoft Office suite in an Apple Macintosh environment.</p>
	<p>3. Highly developed communication and interpersonal skills and demonstrated experience engaging effectively with diverse stakeholders.</p>
	<p>4. Strong organisational and time management skills, with the ability to prioritise workloads and consistently meet deadlines.</p>
	<p>5. Professional approach to work, with a strong commitment to accuracy, quality, and attention to detail.</p>
	<p>6. Demonstrated creative thinking skills, with the ability to deliver effective solutions in resource constrained environments.</p>
	<p>7. Ability to work independently with minimal supervision, while managing a broad range of tasks.</p>
	<p>8. Demonstrated experience in web design, photography and video production.</p>
<p>OTHER REQUIREMENTS <u>(Standard text do not amend)</u> (3100 characters in word)</p>	<p>Understand and practice person centred care.</p> <p>Work in partnership with consumers on improving and evaluating the delivery of services.</p> <p>Actively participate in quality improvement activities.</p> <p>Ensure timely and accurate reporting of near or actual, incidents or patient safety concerns.</p> <p>Be familiar with SCHN Child Protection Policy and Procedures and notify any allegations of suspected child abuse and neglect in line with policies.</p> <p>Adhere to all current SCHN and NSW Health policies and procedures, including the NSW Health Code of Conduct.</p>

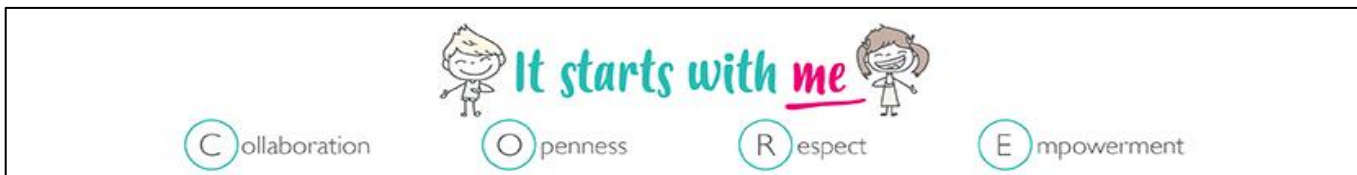


POSITION TITLE (200 characters limit)	Multimedia Content Producer
POSITION NUMBER (from Stafflink) MANDATORY If this is a new position, acquire the position number after the new position has been created.	752255 (update to PD047194)
AWARD	Health Managers (State) Award
POSITION CLASSIFICATION	Health Manager Level 1
LOCATION	Sydney Children’s Hospitals Network
DOES THIS ROLE MANAGE/ SUPERVISE OTHERS?	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
DOES THIS REQUIRE SENIOR EXECUTIVE LEVEL STANDARDS?	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
PRIMARY PURPOSE (2800 characters limit in ROB)	<p>The Communications and Engagement Directorate is responsible for implementing the communication, media and engagement strategies, maximising positive communication opportunities, and promoting the Sydney Children’s Hospitals Network (SCHN), its facilities and associated institutions.</p> <p>The Multimedia Content Producer is responsible for content creation, including storyboarding, writing, shooting and editing photos, videos and podcasts, and working collaboratively with all areas of the Directorate creating content, such as infographics and animations.</p> <p>The role is also responsible for producing material for use across all communication portfolios and channels (internal and external), developed to inform target communities of key paediatric health messages, and to showcase the work of SCHN's staff, patients and community.</p>

<p>KEY ACCOUNTABILITIES (3100 characters limit in ROB)</p> <p><i>A high level description of the outcomes the role is expected to deliver.</i></p> <p><i>'Key Accountabilities' should be:</i></p> <ul style="list-style-type: none"> <i>- outcome focused, rather than process focused</i> <i>- ordered in importance and/or frequency</i> <i>- as specific to the role as possible while not detailing tasks.</i> <p><i>There should be no more than 6-8 'Key Accountabilities' in total.</i></p>	<ul style="list-style-type: none"> • Contribute as part of a team to manage and prioritise a large volume and variety of work, usually working within very tight deadlines, to provide a high-quality customer focussed service for the SCHN • Consistently generate engaging visual assets for use across SCHN's digital communications and social media platforms. • Collaborate with key stakeholders (including SCHN staff, clinicians, patients, families and the community) on multimedia content (e.g. filming videos, interviews, podcast recordings). • Plan, write and edit content for podcast channels, including pre and post-production, website and social media promotions. • Maintain a current and appropriate photographic library for use in a wide range of applications and assist with photo shoots • Maintain and update consent form databases, ensuring media used across all platforms carry appropriate and current consent. • Build relationships with key stakeholders to ensure content has suitable subject matter expertise, including clinicians (for clinical content) and patients (for lived experience). • Measure, monitor, report and review relevant channels (including social media and podcast) using analytic tools to evaluate engagement and foster continual improvement, audience reach and effectiveness of key messages. • Stay up to date with changing social media trends and technology and adopt where relevant. • Proactively seek ways to promote important health and safety messages and campaigns. • Seek opportunities to collaborate with third parties on promotion and inclusion of SCHN multimedia resources, promoting SCHN as leaders in paediatric health.
---	--

KEY CHALLENGES (max 3) (700 characters limit) <i>The challenges that are regularly encountered in the role. The Key Challenges should not restate the Key Accountabilities. There should be minimum of 1 and maximum of 3 "Key Challenges" in total.</i>	Managing high workload with diverse stakeholders, audiences, and priorities.	
	Identifying the best delivery method and platform for stories and capturing it in the most engaging and appropriate way.	
	Ensuring brand consistency across all SCHN collateral, events, and initiative.	
KEY RELATIONSHIPS (internal) (max 3) (200 characters limit) <i>The key stakeholders and customers the role is expected to interact with routinely, rather than periodically. Relationships with both internal (within the department/agency) and external (outside the department/agency) stakeholders should be included where relevant. All roles require interaction with internal stakeholders, however some roles may not interact with external stakeholders.</i>	WHO	WHY
	Direct line manager	To ensure smooth day to day operations and management of workflows/priorities.
	Communications and Engagement Directorate	Collaborate with colleagues to deliver high quality content for communications and fundraising campaigns.
	SCHN staff, spokespeople, patients and families	Collaborate with individuals at all levels within SCHN for content creation, ensuring consent policies are adhered to.
KEY RELATIONSHIPS (external) (max 2) (200 characters limit) <i>As above</i>	WHO	WHY
	SCHN patients, families and the community	Collaborate with for content creation and lived experience expertise
	NSW Health	Share and promote multimedia and social content across LHDs and NSW Health.
IS THIS A PUBLIC SENIOR EXECUTIVE ROLE WHICH MANAGES RELATIONSHIPS AT THE MINISTERIAL LEVEL?	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	<input type="checkbox"/> Other \$ _____ please specify the monetary value of the financial delegation (ex: 5000.00).
FINANCIAL DELEGATION	<input checked="" type="checkbox"/> As per delegation manual	
ESSENTIAL REQUIREMENTS (700 characters in word)	WWCC (Yes/No): No Qualifications/ Licenses/ Registrations (award requirement): N/A	
	Work Health and Safety: <input type="checkbox"/> Supervisor As a leader you are expected to support the organisation achieve the aims of the safety management system, to establish and	

	<p>maintain a positive health and safety culture in the workplace and to consult with workers and others when making decisions that may impact upon the health, safety and welfare of those in the workplace.</p> <p style="text-align: center;"><u>OR</u></p> <p><input checked="" type="checkbox"/> Non-Supervisor You must take all reasonable care for yourself and others and comply with any reasonable instruction, policies and procedures relating to work health safety and wellbeing</p>
<p>SELECTION CRITERIA (700 characters for each criteria in word) (max 8)</p>	<ol style="list-style-type: none"> 1. Tertiary qualifications in photography, videography or digital communications, or an equivalent combination of study and professional work experience. 2. Demonstrated high-quality photography and videography skills, and experience using professional creative editing software. 3. Strong understanding of social media trends and the effective use of visual content to communicate key messages. 4. Excellent organisational skills, with strong attention to detail and the ability to identify issues, prioritise tasks and escalate where required to achieve resolution. 5. Sound knowledge of copyright, privacy and consent requirements, including relevant guidelines, regulations and policies. 6. Highly developed interpersonal skills, with the ability to read situations sensitively, accurately and with compassion, to ensure talent is at ease and that authentic moments are captured. 7. Proven ability to work both independently and collaboratively across diverse teams, demonstrating initiative and adaptability. 8. Strong storyboarding, scripting and written communication skills.
<p>OTHER REQUIREMENTS <u>(Standard text do not amend)</u> (3100 characters in word)</p>	<p>Understand and practice person centred care.</p> <p>Work in partnership with consumers on improving and evaluating the delivery of services.</p> <p>Actively participate in quality improvement activities.</p> <p>Ensure timely and accurate reporting of near or actual, incidents or patient safety concerns.</p> <p>Be familiar with SCHN Child Protection Policy and Procedures and notify any allegations of suspected child abuse and neglect in line with policies.</p> <p>Adhere to all current SCHN and NSW Health policies and procedures, including the NSW Health Code of Conduct.</p>

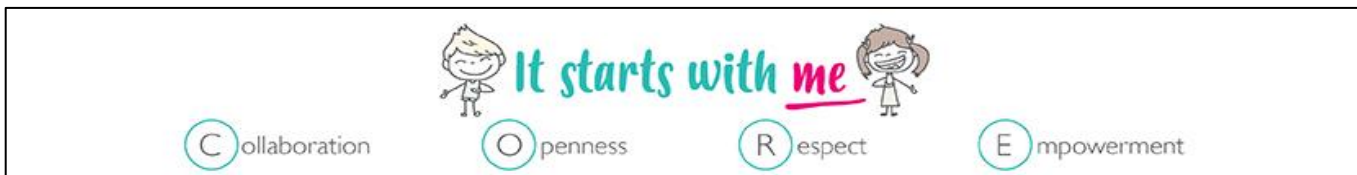


POSITION TITLE (200 characters limit)	Digital Communications Manager
POSITION NUMBER (from Stafflink) MANDATORY If this is a new position, acquire the position number after the new position has been created.	N/A – new position
AWARD	Health Managers (State) Award
POSITION CLASSIFICATION	Health Manager Level
LOCATION	Sydney Children’s Hospitals Network
DOES THIS ROLE MANAGE/ SUPERVISE OTHERS?	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
DOES THIS REQUIRE SENIOR EXECUTIVE LEVEL STANDARDS?	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
PRIMARY PURPOSE (2800 characters limit in ROB)	<p>The Communications and Engagement Directorate is responsible for implementing the communication, media and engagement strategies, maximising positive communication opportunities, and promoting the Sydney Children’s Hospitals Network (SCHN), its facilities and associated institutions.</p> <p>The Digital Communications Manager leads the strategic development, optimisation and ongoing management of web-based digital communication platforms. The role fosters strong internal partnerships to ensure alignment, consistency of content and integrity of content and brand across digital channels.</p>

<p>KEY ACCOUNTABILITIES (3100 characters limit in ROB)</p> <p><i>A high level description of the outcomes the role is expected to deliver.</i></p> <p><i>'Key Accountabilities' should be:</i></p> <ul style="list-style-type: none"> <i>- outcome focused, rather than process focused</i> <i>- ordered in importance and/or frequency</i> <i>- as specific to the role as possible while not detailing tasks.</i> <p><i>There should be no more than 6-8 'Key Accountabilities' in total.</i></p>	<ul style="list-style-type: none"> • Ensure compliance with NSW Government Department of Customer Service website standards and web accessibility requirements. • Plan, coordinate and manage content across SCHN's suite of web-based digital platforms, including the website and intranet, supporting a paper-lite, digital first approach. • Oversee the delivery of online content and digital communication services for a range of internal stakeholders. • Maintain and uphold SCHN's corporate identify, ensuring consistently across all digital communication channels. • Promote best-practice digital communication, including training and supporting staff in content development and adoption of emerging technologies. • Collaborate with the Communications and Engagement Directorate to scope, develop and deliver internal and external digital communication initiatives, such as the SCHN Annual Review, fact sheets and governance reports. • Manage the Network's social media presence (including LinkedIn) and associated web-based tools, including awards and recognition platforms. • Partner with the Information and Technology Department, including web engineers, to support platform enhancements, consolidations and updates across internet and intranet systems. • Prepare and deliver regular reports for content owners and relevant governance committees. • Contribute to the development and management of digital asset systems in collaboration with the Communications and Engagement Directorate. • Lead the continuous improvement, implementation and evaluation of content management systems and digital technologies, to ensure optimal user experience for patients, families, clinicians and the wider community. • Lead, manage and develop staff, including setting performance expectations, providing coaching and feedback and fostering a collaborative high performing team culture.
---	--

KEY CHALLENGES (max 3) (700 characters limit) <i>The challenges that are regularly encountered in the role. The Key Challenges should not restate the Key Accountabilities. There should be minimum of 1 and maximum of 3 "Key Challenges" in total.</i>	Strategic platform management: Effective management and optimisation of digital communication platforms within existing resource constraints while meeting organisational priorities.	
	Performance evaluation and continuous improvement: Measuring and analysing the impact of digital initiatives to enhance quality, accessibility and overall effectiveness of digital communication strategies.	
	Change management and innovation: Supporting the transition from traditional communication methods to contemporary digital-first approaches, while keeping pace with evolving technologies and industry best practice.	
KEY RELATIONSHIPS (internal) (max 3) (200 characters limit) <i>The key stakeholders and customers the role is expected to interact with routinely, rather than periodically. Relationships with both internal (within the department/agency) and external (outside the department/agency) stakeholders should be included where relevant. All roles require interaction with internal stakeholders, however some roles may not interact with external stakeholders.</i>	WHO	WHY
	Direct line manager	To ensure smooth day to day operations and management of workflows/priorities.
	Direct reports	Lead, inspire and motivate the team, provide direction and manage performance.
	Internal stakeholders/content owners	To provide advice on best practice and provide content reporting.
KEY RELATIONSHIPS (external) (max 2) (200 characters limit) <i>As above</i>	WHO	WHY
	Digital agencies	For relevant liaison regarding web service platforms and integration
	NSW Government Department of Customer Service	To ensure adherence to relevant NSW Government web requirements.
IS THIS A PUBLIC SENIOR EXECUTIVE ROLE WHICH MANAGES RELATIONSHIPS AT THE MINISTERIAL LEVEL?	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	<input type="checkbox"/> Other \$ _____ please specify the monetary value of the financial delegation (ex: 5000.00).
FINANCIAL DELEGATION	<input checked="" type="checkbox"/> As per delegation manual	
ESSENTIAL REQUIREMENTS (700 characters in word)	WWCC (Yes/No): No Qualifications/ Licenses/ Registrations (award requirement): N/A	

	<p>Work Health and Safety:</p> <p><input checked="" type="checkbox"/> Supervisor As a leader you are expected to support the organisation achieve the aims of the safety management system, to establish and maintain a positive health and safety culture in the workplace and to consult with workers and others when making decisions that may impact upon the health, safety and welfare of those in the workplace.</p> <p style="text-align: center;"><u>OR</u></p> <p><input type="checkbox"/> Non-Supervisor You must take all reasonable care for yourself and others and comply with any reasonable instruction, policies and procedures relating to work health safety and wellbeing</p>
<p>SELECTION CRITERIA (700 characters for each criteria in word) (max 8)</p>	<ol style="list-style-type: none"> 1. Relevant tertiary qualifications in digital communications or related discipline, or equivalent demonstrated experience, or a combination of study and work experience. 2. Demonstrated ability to engage and collaborate with stakeholders to review, enhance and continuously improve online communications and website information architecture. 3. Proven capability to assess digital communications activities and provided informed advice to management on technical, operational and communications matters. 4. Extensive experience in web maintenance and content publishing using a range of content management systems, with strong awareness of emerging digital trends and technologies. 5. Proficiency in Adobe Creative Cloud for the development of high-quality digital and web-based materials. 6. Demonstrated ability to work both independently and within a team, including management of complex stakeholder relationships to achieve business outcomes. 7. Strong organisational skills with the ability to manage competing priorities meet tight deadlines and adapt to changing circumstances.
<p>OTHER REQUIREMENTS <u>(Standard text do not amend)</u> (3100 characters in word)</p>	<p>Understand and practice person centred care.</p> <p>Work in partnership with consumers on improving and evaluating the delivery of services.</p> <p>Actively participate in quality improvement activities.</p> <p>Ensure timely and accurate reporting of near or actual, incidents or patient safety concerns.</p> <p>Be familiar with SCHN Child Protection Policy and Procedures and notify any allegations of suspected child abuse and neglect in line with policies.</p> <p>Adhere to all current SCHN and NSW Health policies and procedures, including the NSW Health Code of Conduct.</p>

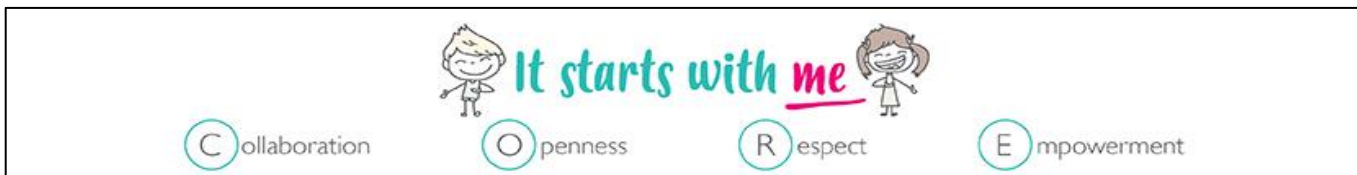


POSITION TITLE (200 characters limit)	Digital Services Officer
POSITION NUMBER (from Stafflink) MANDATORY If this is a new position, acquire the position number after the new position has been created.	787178 (update to PD067322)
AWARD	Health Managers (State) Award
POSITION CLASSIFICATION	Health Manager Level 2
LOCATION	Sydney Children’s Hospitals Network
DOES THIS ROLE MANAGE/ SUPERVISE OTHERS?	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
DOES THIS REQUIRE SENIOR EXECUTIVE LEVEL STANDARDS?	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
PRIMARY PURPOSE (2800 characters limit in ROB)	<p>The Communications and Engagement Directorate (DCE) is responsible for implementing the communication, media and engagement strategies, maximising positive communication opportunities, and promoting the Sydney Children’s Hospitals Network (SCHN), its facilities and associated institutions.</p> <p>The Digital Services Officer supports the digital communications team, and the broader DCE, to enhance SCHN’s presence across internal and external digital channels. The role is responsible for contributing to the strategic development and ongoing maintenance of new and existing web-based digital communication platforms.</p>

<p>KEY ACCOUNTABILITIES (3100 characters limit in ROB)</p> <p><i>A high level description of the outcomes the role is expected to deliver.</i></p> <p><i>'Key Accountabilities' should be:</i></p> <ul style="list-style-type: none"><i>- outcome focused, rather than process focused</i><i>- ordered in importance and/or frequency</i><i>- as specific to the role as possible while not detailing tasks.</i> <p><i>There should be no more than 6-8 'Key Accountabilities' in total.</i></p>	<ul style="list-style-type: none">• Provide strategic and expert technical advice on DCE's communications channels, including (but not limited to) web, social media and podcasting platforms.• Lead governance of DCE's digital communication tools, including the management of accounts, user access and permissions.• Research, evaluate, and recommend innovative, cost-effective digital solutions, to support continuous improvement, including, staying current with emerging social media trends and technologies.• Contribute to the ongoing development and enhancement of digital asset management systems in collaboration with colleagues across branding, digital, multimedia and communications.• Utilise analytic tools to measure, monitor, report on digital engagement, and apply insights to improve audience reach and messaging effectiveness.• Support the delivery of training and guidance for staff using DCE's digital communications tools.• Ensure all digital activities comply with SCHN and NSW Health governance frameworks, policies, procedures and best practice standards.• Develop, update and maintain web pages and digital content as required.• Engage with internal and external stakeholders to provide advice on digital best-practice and communication positioning.
--	---

KEY CHALLENGES (max 3) (700 characters limit) <i>The challenges that are regularly encountered in the role. The Key Challenges should not restate the Key Accountabilities. There should be minimum of 1 and maximum of 3 "Key Challenges" in total.</i>	Managing competing priorities while remaining adaptable to shifting deadlines within limited budgets and resources.	
	Ensuring content management practices align with best practice standards and relevant policies and guidelines.	
	Supporting SCHN's ongoing improvement and transition from traditional communication approaches to more contemporary digital models.	
KEY RELATIONSHIPS (internal) (max 3) (200 characters limit) <i>The key stakeholders and customers the role is expected to interact with routinely, rather than periodically. Relationships with both internal (within the department/agency) and external (outside the department/agency) stakeholders should be included where relevant. All roles require interaction with internal stakeholders, however some roles may not interact with external stakeholders.</i>	WHO	WHY
	Direct line manager and wider DCE	To ensure smooth operation of digital communications channels across SCHN.
	SCHN staff	To support content owners across various digital communications channels in adhering to policies and guidelines
	Internal IT Services team (including web engineers)	To liaise with regarding program licensing, hardware requirements and administrative access.
KEY RELATIONSHIPS (external) (max 2) (200 characters limit) <i>As above</i>	WHO	WHY
	NSW Health	To ensure content governance is adhered to and aligned with NSW Health priorities/standards.
	Third party digital agencies (e.g. Adobe)	To liaise with regarding digital communications services and resources.
IS THIS A PUBLIC SENIOR EXECUTIVE ROLE WHICH MANAGES RELATIONSHIPS AT THE MINISTERIAL LEVEL?	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	<input type="checkbox"/> Other \$ _____ please specify the monetary value of the financial delegation (ex: 5000.00).
FINANCIAL DELEGATION	<input checked="" type="checkbox"/> As per delegation manual	
ESSENTIAL REQUIREMENTS (700 characters in word)	WWCC (Yes/No): No Qualifications/ Licenses/ Registrations (award requirement): N/A	
	Work Health and Safety: <input type="checkbox"/> Supervisor As a leader you are expected to support the organisation achieve the aims of the safety management system, to establish and maintain a positive health and safety culture in the workplace and to consult with workers and others when making decisions that may impact upon the health, safety and welfare of those in the workplace.	

	<p style="text-align: right;"><u>OR</u></p> <p><input checked="" type="checkbox"/> Non-Supervisor You must take all reasonable care for yourself and others and comply with any reasonable instruction, policies and procedures relating to work health safety and wellbeing</p>
<p>SELECTION CRITERIA (700 characters for each criteria in word) (max 8)</p>	<ol style="list-style-type: none"> 1. Relevant qualifications in in digital communications, equivalent work experience, or a combination of study and work experience. 2. Demonstrated experience solving challenging problems within digital communications to support strategic outcomes. 3. Strong knowledge of digital technologies and emerging trends, including experience with social media platforms and analytics' tools. 4. Proven experience in website maintenance and digital asset management across a range of content management systems. 5. Sound understanding of, and commitment to, web-based policies, standards and guidelines. 6. Ability to provide expert advice to content owners on design, navigation and accessibility to improve user experience. 7. Highly developed organisational skills, strong attention to detail and the ability to identify, prioritise and escalate issues as required. 8. Proven ability to manage competing priorities and deliver multiple tasks within agreed timeframes.
<p>OTHER REQUIREMENTS <u>(Standard text do not amend)</u> (3100 characters in word)</p>	<p>Understand and practice person centred care.</p> <p>Work in partnership with consumers on improving and evaluating the delivery of services.</p> <p>Actively participate in quality improvement activities.</p> <p>Ensure timely and accurate reporting of near or actual, incidents or patient safety concerns.</p> <p>Be familiar with SCHN Child Protection Policy and Procedures and notify any allegations of suspected child abuse and neglect in line with policies.</p> <p>Adhere to all current SCHN and NSW Health policies and procedures, including the NSW Health Code of Conduct.</p>

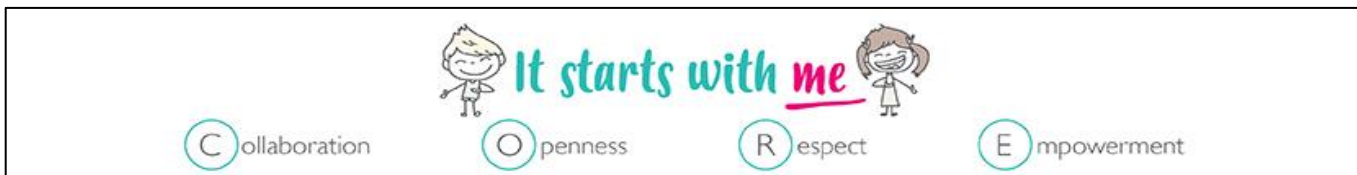


POSITION TITLE (200 characters limit)	Digital Content Officer
POSITION NUMBER (from Stafflink) MANDATORY If this is a new position, acquire the position number after the new position has been created.	752249 (update to PD047186)
AWARD	Health Managers (State) Award
POSITION CLASSIFICATION	Health Manager Level 1
LOCATION	Sydney Children’s Hospitals Network
DOES THIS ROLE MANAGE/ SUPERVISE OTHERS?	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
DOES THIS REQUIRE SENIOR EXECUTIVE LEVEL STANDARDS?	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
PRIMARY PURPOSE (2800 characters limit in ROB)	<p>The Communications and Engagement Directorate is responsible for implementing the communication, media and engagement strategies, maximising positive communication opportunities, and promoting the Sydney Children’s Hospitals Network (SCHN), its facilities and associated institutions.</p> <p>The Digital Content Officer works closely with the Communications and Engagement Directorate to enhance SCHN’s visibility across internal and external platforms.</p> <p>This role is responsible for coordinating the publication of online content that is relevant, accurate, reliable, and timely, ensuring it is easily accessible for all target audiences.</p>

<p>KEY ACCOUNTABILITIES (3100 characters limit in ROB)</p> <p><i>A high level description of the outcomes the role is expected to deliver.</i></p> <p><i>'Key Accountabilities' should be:</i></p> <ul style="list-style-type: none"><i>- outcome focused, rather than process focused</i><i>- ordered in importance and/or frequency</i><i>- as specific to the role as possible while not detailing tasks.</i> <p><i>There should be no more than 6-8 'Key Accountabilities' in total.</i></p>	<ul style="list-style-type: none">• Ensure compliance with NSW Government Department of Customer Service website standards and web accessibility requirements.• Support the administration, management, and publication of web-based content across SCHN internal and external digital platforms.• Develop strong relationships with content owners and provide guidance on design, navigation and accessibility to improve user experience.• Carry out website maintenance tasks as directed by the line manager and/or the Web Engineering team within Information Services.• Collaborate with the digital team and content owners to ensure web-based content remains accurate, appropriate and regularly updated in line with SCHN practice, guidelines and policies.• Assist with reporting on website analytics to evaluate content performance and effectiveness.• Provide input into the digital asset management systems (complying with consent guidelines) in partnership with the Communications and Engagement Directorate.• Work closely with the Communications and Engagement Directorate to ensure consistency in design and messaging.
--	---

KEY CHALLENGES (max 3) (700 characters limit) <i>The challenges that are regularly encountered in the role. The Key Challenges should not restate the Key Accountabilities. There should be minimum of 1 and maximum of 3 "Key Challenges" in total.</i>	Converting diverse and complex information into clear, engaging and audience focused online content.	
	Maintaining consistency across all SCHN web pages, ensuring content aligns with relevant policies and guidelines.	
	Demonstrating flexibility to adapt to changing priorities while managing a high workload and meeting tight deadlines.	
KEY RELATIONSHIPS (internal) (max 3) (200 characters limit) <i>The key stakeholders and customers the role is expected to interact with routinely, rather than periodically. Relationships with both internal (within the department/agency) and external (outside the department/agency) stakeholders should be included where relevant. All roles require interaction with internal stakeholders, however some roles may not interact with external stakeholders.</i>	WHO	WHY
	Direct line manager and digital team	To ensure all digital content is up to date and consistent across SCHN.
	Communications and Engagement Directorate	Collaborate with to deliver high quality content for web-based Communications.
	SCHN Staff	Contact person for internal and external web channels (e.g. internal intranet, public facing website).
KEY RELATIONSHIPS (external) (max 2) (200 characters limit) <i>As above</i>	WHO	WHY
	NSW Health	Ensure corporate branding and digital content governance is adhered to, and to understand NSW Health priorities.
	Wider community	Ensure appropriate engagement with key community groups and stakeholders (e.g. patients and families, medical professionals, public).
IS THIS A PUBLIC SENIOR EXECUTIVE ROLE WHICH MANAGES RELATIONSHIPS AT THE MINISTERIAL LEVEL?	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	<input type="checkbox"/> Other \$ _____ please specify the monetary value of the financial delegation (ex: 5000.00).
FINANCIAL DELEGATION	<input checked="" type="checkbox"/> As per delegation manual	
ESSENTIAL REQUIREMENTS (700 characters in word)	WWCC (Yes/No): No Qualifications/ Licenses/ Registrations (award requirement): N/A	
	Work Health and Safety: <input type="checkbox"/> Supervisor As a leader you are expected to support the organisation achieve the aims of the safety management system, to establish and	

	<p>maintain a positive health and safety culture in the workplace and to consult with workers and others when making decisions that may impact upon the health, safety and welfare of those in the workplace.</p> <p style="text-align: center;">OR</p> <p><input checked="" type="checkbox"/> Non-Supervisor You must take all reasonable care for yourself and others and comply with any reasonable instruction, policies and procedures relating to work health safety and wellbeing</p>
<p>SELECTION CRITERIA (700 characters for each criteria in word) (max 8)</p>	<ol style="list-style-type: none"> 1. Relevant qualifications in digital communications, social media, or equivalent work experience, or a combination of study and work experience. 2. Demonstrated experience using website Content Management Systems (CMS), including background in web writing and editing skills. 3. Proven ability to develop and manage engaging, relevant and user-friendly web content for community and stakeholder audiences. 4. Sound understanding of, and ability to ensure compliance with, web-based policies, standards and guidelines across SCHN and the NSW Government. 5. Ability to advise content owners on design, navigation and accessibility to improve the overall user experience. 6. Well-developed time management, organisational, interpersonal, writing and communication skills. 7. Strong attention to detail, with the ability to prioritise and deliver multiple tasks and within deadlines.
<p>OTHER REQUIREMENTS (Standard text do not amend) (3100 characters in word)</p>	<p>Understand and practice person centred care.</p> <p>Work in partnership with consumers on improving and evaluating the delivery of services.</p> <p>Actively participate in quality improvement activities.</p> <p>Ensure timely and accurate reporting of near or actual, incidents or patient safety concerns.</p> <p>Be familiar with SCHN Child Protection Policy and Procedures and notify any allegations of suspected child abuse and neglect in line with policies.</p> <p>Adhere to all current SCHN and NSW Health policies and procedures, including the NSW Health Code of Conduct.</p>

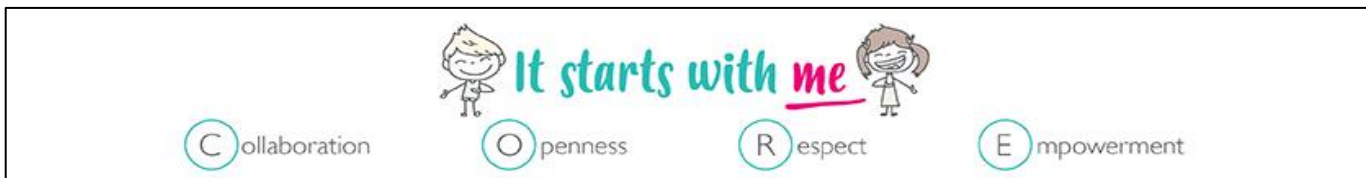


POSITION TITLE (200 characters limit)	Network Editor
POSITION NUMBER (from Stafflink) MANDATORY If this is a new position, acquire the position number after the new position has been created.	709797 (update to PD018362)
AWARD	Health Managers (State) Award
POSITION CLASSIFICATION	Health Manager Level 2
LOCATION	Sydney Children’s Hospitals Network
DOES THIS ROLE MANAGE/ SUPERVISE OTHERS?	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
DOES THIS REQUIRE SENIOR EXECUTIVE LEVEL STANDARDS?	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
PRIMARY PURPOSE (2800 characters limit in ROB)	<p>The Communications and Engagement Directorate is responsible for implementing the communication, media and engagement strategies, maximising positive communication opportunities, and promoting the Sydney Children’s Hospitals Network (SCHN), its facilities and associated institutions.</p> <p>The Network Editor is responsible for maintaining the identity of the SCHN corporate image through written and digital materials. The role leads the development and delivery of communication strategies, with a strong focus on executive level internal communications for key stakeholders.</p>

<p>KEY ACCOUNTABILITIES (3100 characters limit in ROB)</p> <p><i>A high level description of the outcomes the role is expected to deliver.</i></p> <p><i>'Key Accountabilities' should be:</i></p> <ul style="list-style-type: none"> <i>- outcome focused, rather than process focused</i> <i>- ordered in importance and/or frequency</i> <i>- as specific to the role as possible while not detailing tasks.</i> <p><i>There should be no more than 6-8 'Key Accountabilities' in total.</i></p>	<ul style="list-style-type: none"> • Lead and manage internal communications strategy at the executive management level. • Provide high level strategic communications advice to the Chief Executive and Executive Leadership Team. • Safeguard and maintain the long-term integrity of SCHN and hospital brands' corporate images through written and digital materials. • Offer guidance and direction to staff on content development to ensure consistency in messaging, tone, and style across internal and external communications. • Review and edit internal communications and selected external materials (such as patients and family resources), to ensure alignment with SCHN's tone of voice and messaging standards. • Collaborate with relevant directors, directorates and departments to develop and implement internal communication plans. • Write and edit content for web-based projects in partnership with the digital communications teams to ensure consistency across platforms. • Oversee the production and editing of external Network publications, including SCHN Annual Review, and contribute content to the NSW Health Annual Report. • Coordinate the development and editing of internal Network publications, including staff-wide newsletters and intranet content. • Manage executive writing requirements for the Chief Executive and other Executive as needed, including speeches and quotes. • Participate in an after hours on call roster (including weekends and public holidays) and attend events outside standard hours when required.
--	---

KEY CHALLENGES (max 3) (700 characters limit) <i>The challenges that are regularly encountered in the role. The Key Challenges should not restate the Key Accountabilities. There should be minimum of 1 and maximum of 3 "Key Challenges" in total.</i>	Designing and implementing ongoing communication strategies for SCHN that effectively reach target audiences.	
	Creating and delivering consistent, high level internal communications on behalf of the Chief Executive.	
	Maintaining alignment and consistency of messaging across all SCHN entities and platforms.	
KEY RELATIONSHIPS (internal) (max 3) (200 characters limit) <i>The key stakeholders and customers the role is expected to interact with routinely, rather than periodically. Relationships with both internal (within the department/agency) and external (outside the department/agency) stakeholders should be included where relevant. All roles require interaction with internal stakeholders, however some roles may not interact with external stakeholders.</i>	WHO	WHY
	Direct reporting manager	To ensure smooth day to day operations and management of workflows/priorities.
	SCHN Executive	Acting as the primary communications conduit between the Executive and wider SCHN staff, and to ensure key internal messages are consistent.
	SCHN Staff	Liaising with staff, where appropriate, to develop positive stories and informative content about the work that is happening across SCHN.
KEY RELATIONSHIPS (external) (max 2) (200 characters limit) <i>As above</i>	WHO	WHY
	Patients and families	Liaising with patients and their families, where appropriate, for the preparation of any communication materials.
IS THIS A PUBLIC SENIOR EXECUTIVE ROLE WHICH MANAGES RELATIONSHIPS AT THE MINISTERIAL LEVEL?	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	<input type="checkbox"/> Other \$ _____ please specify the monetary value of the financial delegation (ex: 5000.00).
FINANCIAL DELEGATION	<input checked="" type="checkbox"/> As per delegation manual	
ESSENTIAL REQUIREMENTS (700 characters in word)	WWCC (Yes/No): No Qualifications/ Licenses/ Registrations (award requirement): N/A	
	Work Health and Safety: <input type="checkbox"/> Supervisor As a leader you are expected to support the organisation achieve the aims of the safety management system, to establish and maintain a positive health and safety culture in the workplace and to consult with workers and others when making decisions that may impact upon the health, safety and welfare of those in the workplace. <p style="text-align: right;">OR</p>	

	<p><input checked="" type="checkbox"/> Non-Supervisor</p> <p>You must take all reasonable care for yourself and others and comply with any reasonable instruction, policies and procedures relating to work health safety and wellbeing</p>
<p>SELECTION CRITERIA (700 characters for each criteria in word) (max 8)</p>	<ol style="list-style-type: none"> 1. Relevant qualifications in media relations and/or journalism, equivalent work experience, or a combination of study and work experience. 2. Proven high level writing and editing skills, including experience in scripting, filming and editing video content. 3. Strong verbal communication skills and the ability to engage effectively with staff and community at all levels. 4. Highly developed organisational and time management skills, with the ability to work independently and demonstrate innovation. 5. Relevant experience in media or internal communications, including implementing strategic communications at an executive level. 6. Ability to prioritise tasks and achieve objectives for both short-term and long-term projects. 7. Proven experience managing content across a range of content management systems, for varying audiences. 8. Demonstrated capacity to quickly understand and respond to complex issues.
<p>OTHER REQUIREMENTS (Standard text do not amend) (3100 characters in word)</p>	<p>Understand and practice person centred care.</p> <p>Work in partnership with consumers on improving and evaluating the delivery of services.</p> <p>Actively participate in quality improvement activities.</p> <p>Ensure timely and accurate reporting of near or actual, incidents or patient safety concerns.</p> <p>Be familiar with SCHN Child Protection Policy and Procedures and notify any allegations of suspected child abuse and neglect in line with policies.</p> <p>Adhere to all current SCHN and NSW Health policies and procedures, including the NSW Health Code of Conduct.</p>

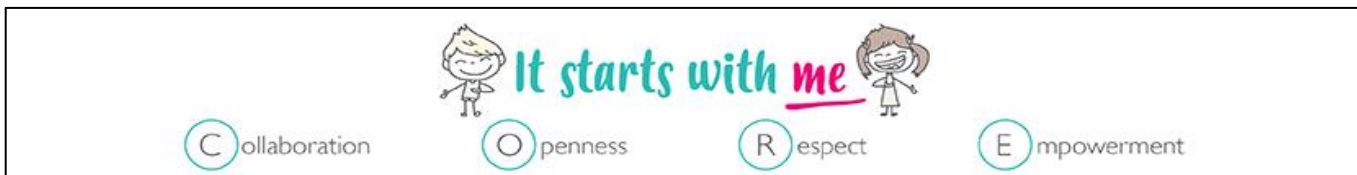


POSITION TITLE (200 characters limit)	Partnerships Manager
POSITION NUMBER (from Stafflink) MANDATORY If this is a new position, acquire the position number after the new position has been created.	752226 (update to PD047178)
AWARD	Health Managers (State) Award
POSITION CLASSIFICATION	Health Manager Level 3
LOCATION	Sydney Children’s Hospitals Network
DOES THIS ROLE MANAGE/ SUPERVISE OTHERS?	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
DOES THIS REQUIRE SENIOR EXECUTIVE LEVEL STANDARDS?	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
PRIMARY PURPOSE (2800 characters limit in ROB)	<p>The Communications and Engagement Directorate is responsible for implementing the communication, media and engagement strategies, maximising positive communication opportunities, and promoting the Sydney Children’s Hospitals Network (SCHN), its facilities and associated institutions.</p> <p>The Partnerships Manager collaborates closely with internal and external stakeholders (including staff, the community, and media) to build, strengthen and sustain effective partnerships that support and promote paediatric health services and related issues.</p> <p>The role is also responsible for overseeing and coordinating content development for key partners, including Sydney Children's Hospitals Foundation (SCHF), ensuring communication opportunities are maximised and positively showcase the SCHN, its facilities, research and the experience of patients and clinicians.</p>

<p>KEY ACCOUNTABILITIES (3100 characters limit in ROB)</p> <p><i>A high level description of the outcomes the role is expected to deliver.</i></p> <p><i>'Key Accountabilities' should be:</i></p> <ul style="list-style-type: none"> <i>- outcome focused, rather than process focused</i> <i>- ordered in importance and/or frequency</i> <i>- as specific to the role as possible while not detailing tasks.</i> <p><i>There should be no more than 6-8 'Key Accountabilities' in total.</i></p>	<ul style="list-style-type: none"> Ensure communications materials developed for third-party partners are strategically aligned with SCHN priorities, including overseeing the creation and delivery of patient and clinician stories, managing consent in line with privacy legislation, and coordinating acquittal reporting and events that support fundraising activities. Identify and manage media opportunities to positively position SCHN, including the development and delivery of broadcast-ready content packages. Oversee the approval process and coordination of photographers and film crews engaged by third-party partners across SCHN sites. Maintain high standards of accuracy, relevance and authenticity in all content, ensuring the perspectives of staff and patients are appropriately represented. Coordinate proactive communication and engagement initiatives in collaboration with SCHN third-party partners. Foster and maintain respectful, collaborative relationships that support effective engagement with internal stakeholders and external partners. Contribute to third-party partner working groups, supporting the delivery of fundraising campaigns and appeals while providing an SCHN perspective. Oversee and facilitate appropriate live entertainment opportunities, including visits from characters, celebrities, entertainers, sporting identities and community supporters to enhance engagement with patients, families and partners. Participate in after hours on call roster (including weekends and public holidays) and attend events outside standard working hours as required. Lead, manage and develop staff, including setting performance expectations, providing coaching and feedback and fostering a collaborative high performing team culture.
--	--

KEY CHALLENGES (max 3) (700 characters limit) <i>The challenges that are regularly encountered in the role. The Key Challenges should not restate the Key Accountabilities. There should be minimum of 1 and maximum of 3 "Key Challenges" in total.</i>	Balancing competing priorities while enabling the team to operate with agility and effectively prioritise deliverables.	
	Ensuring content is delivered in a timely manner and remains relevant, accurate, and aligned with consumer and community expectations.	
KEY RELATIONSHIPS (internal) (max 3) (200 characters limit) <i>The key stakeholders and customers the role is expected to interact with routinely, rather than periodically. Relationships with both internal (within the department/agency) and external (outside the department/agency) stakeholders should be included where relevant. All roles require interaction with internal stakeholders, however some roles may not interact with external stakeholders.</i>	WHO	WHY
	Communications and Engagement Directorate colleagues	Collaborate with on content creation and approvals, fundraising initiatives and corporate branding alignment.
	SCHN Executive	Liaise with regarding issue management, government and partnership management, and corporate branding and design alignment.
	SCHN staff, patients and families	Collaborate with at all levels within SCHN for content creations including media stories, media responses, social media and communications projects.
KEY RELATIONSHIPS (external) (max 2) (200 characters limit) <i>As above</i>	WHO	WHY
	Third party partners (including SCHF)	Collaborate with on all aspects of fundraising to ensure support with collateral, patient stories, promotion, and donor acknowledgement.
	Fundraising and Donor organisations	Maintain positive and collaborative working relationships with.
IS THIS A PUBLIC SENIOR EXECUTIVE ROLE WHICH MANAGES RELATIONSHIPS AT THE MINISTERIAL LEVEL?	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	<input type="checkbox"/> Other \$ _____ please specify the monetary value of the financial delegation (ex: 5000.00).
FINANCIAL DELEGATION	<input checked="" type="checkbox"/> As per delegation manual	
ESSENTIAL REQUIREMENTS (700 characters in word)	WWCC (Yes/No): No Qualifications/ Licenses/ Registrations (award requirement): N/A	
	Work Health and Safety: <input checked="" type="checkbox"/> Supervisor As a leader you are expected to support the organisation achieve the aims of the safety management system, to establish and maintain a positive health and safety culture in the workplace and to consult with workers and others when making decisions that may	

	<p>impact upon the health, safety and welfare of those in the workplace.</p> <p style="text-align: center;"><u>OR</u></p> <p><input type="checkbox"/> Non-Supervisor You must take all reasonable care for yourself and others and comply with any reasonable instruction, policies and procedures relating to work health safety and wellbeing</p>
<p>SELECTION CRITERIA (700 characters for each criteria in word) (max 8)</p>	<ol style="list-style-type: none"> 1. Relevant tertiary qualifications in media relations and/or journalism, or equivalent demonstrated experience, or a combination of study and work experience. 2. Extensive experience in media and communications, with a demonstrated ability to lead and manage a team of specialists, fostering cohesion, capability development and mentoring. 3. Highly developed oral and written communication skills, including strong capability in consultation-building and stakeholder engagement. 4. Demonstrated experience in editing and managing publications tailored to diverse audiences. 5. Proven experience in developing and delivering media campaigns, as well as managing promoting events and VIP visits across media, community and government channels. 6. Demonstrated ability to manage workloads and competing priorities within tight timeframes and budget constraints. 7. Excellent organisational skills, with strong attention to detail and the ability to identify issues, prioritise effectively, and escalate where necessary to achieve resolution.
<p>OTHER REQUIREMENTS <u>(Standard text do not amend)</u> (3100 characters in word)</p>	<p>Understand and practice person centred care.</p> <p>Work in partnership with consumers on improving and evaluating the delivery of services.</p> <p>Actively participate in quality improvement activities.</p> <p>Ensure timely and accurate reporting of near or actual, incidents or patient safety concerns.</p> <p>Be familiar with SCHN Child Protection Policy and Procedures and notify any allegations of suspected child abuse and neglect in line with policies.</p> <p>Adhere to all current SCHN and NSW Health policies and procedures, including the NSW Health Code of Conduct.</p>

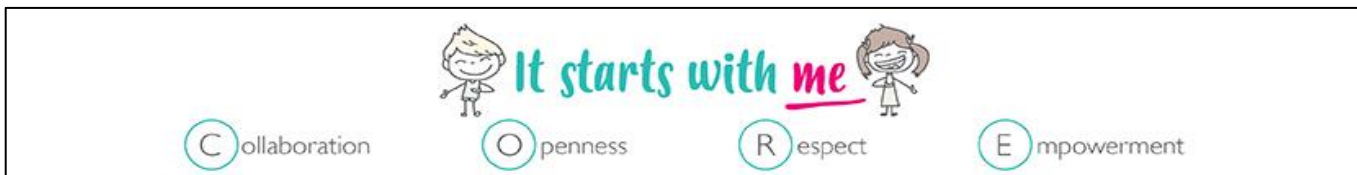


POSITION TITLE (200 characters limit)	Partnerships Coordinator
POSITION NUMBER (from Stafflink) MANDATORY If this is a new position, acquire the position number after the new position has been created.	752254 (update to PD057603)
AWARD	Health Managers (State) Award
POSITION CLASSIFICATION	Health Manager Level 1
LOCATION	Sydney Children’s Hospitals Network
DOES THIS ROLE MANAGE/ SUPERVISE OTHERS?	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
DOES THIS REQUIRE SENIOR EXECUTIVE LEVEL STANDARDS?	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
PRIMARY PURPOSE (2800 characters limit in ROB)	<p>The Communications and Engagement Directorate is responsible for implementing the communication, media and engagement strategies, maximising positive communication opportunities, and promoting the Sydney Children’s Hospitals Network (SCHN), its facilities and associated institutions.</p> <p>The Partnerships Coordinator, works collaboratively with the Communications and Engagement Directorate, to support SCHN’s third-party partnerships, including Sydney Children’s Hospitals Foundation (SCHF) through the coordination, development and delivery of content and events that support fundraising initiatives.</p>

<p>KEY ACCOUNTABILITIES (3100 characters limit in ROB)</p> <p><i>A high level description of the outcomes the role is expected to deliver.</i></p> <p><i>'Key Accountabilities' should be:</i></p> <ul style="list-style-type: none"> <i>- outcome focused, rather than process focused</i> <i>- ordered in importance and/or frequency</i> <i>- as specific to the role as possible while not detailing tasks.</i> <p><i>There should be no more than 6-8 'Key Accountabilities' in total.</i></p>	<ul style="list-style-type: none"> • Support third party partner working groups in the delivery of fundraising campaigns and appeals ensuring alignment with SCHN perspectives and priorities. • Liaise with and assist third-party partners and their donors in coordinating content development, fundraising initiatives, media activities and event delivery. • Identify, implement and embed process improvements to enhance the efficiency and quality of communications product delivery. • Coordinate the collection and collation of content for events, campaigns and broader fundraising promotions. • Provide assistance to the Communications and Engagement Directorate and other SCHN departments in the planning and delivery of events as required. • Develop, review and edit content for internal and external third-party publications, including reports, factsheets, posters, and brochures. • Collaborate with third-party partners to facilitate supporter visits, events and donation activities that benefit patients and families. • Work in partnership with media and communications colleagues across SCHN, to support the development and delivery of content across media, digital and social channels. • Participate in after hours on call roster (including weekends and public holidays) and attend events outside standard working hours as required.
---	--

KEY CHALLENGES (max 3) (700 characters limit) <i>The challenges that are regularly encountered in the role. The Key Challenges should not restate the Key Accountabilities. There should be minimum of 1 and maximum of 3 "Key Challenges" in total.</i>	Maintaining flexibility and adapting work practices to changing circumstances while effectively prioritising a high volume of work, within tight deadlines.	
	Applying strong planning and coordination skills, alongside highly developed written and verbal communication skills to effectively engage and organise SCHN staff, volunteers, patients and families, and a range of internal and external stakeholders.	
	Exercising sound judgement and decision making, demonstrating initiative, problem solving capability and the ability to seek advice when appropriate.	
KEY RELATIONSHIPS (internal) (max 3) (200 characters limit) <i>The key stakeholders and customers the role is expected to interact with routinely, rather than periodically. Relationships with both internal (within the department/agency) and external (outside the department/agency) stakeholders should be included where relevant. All roles require interaction with internal stakeholders, however some roles may not interact with external stakeholders.</i>	WHO	WHY
	Direct reporting manager	To ensure smooth day to day operations and management of workflows/priorities.
	SCHN patients and families	Liaising with patients and families as appropriate to create communications collateral with/ for third parties
	Hospital staff/spokespeople	Collaborate with staff at all levels within the organisation for content delivery and coordination, including media stories, media responses, social media, communications projects and events.
KEY RELATIONSHIPS (external) (max 2) (200 characters limit) <i>As above</i>	WHO	WHY
	Third-party partners	Collaborate with on all aspects of fundraising to ensure support with collateral, patient stories, promotion, and donor acknowledgement.
	Fundraising and Donor organisations	Maintain positive and collaborative working relationships.
IS THIS A PUBLIC SENIOR EXECUTIVE ROLE WHICH MANAGES RELATIONSHIPS AT THE MINISTERIAL LEVEL?	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	<input type="checkbox"/> Other \$ _____ please specify the monetary value of the financial delegation (ex: 5000.00).
FINANCIAL DELEGATION	<input checked="" type="checkbox"/> As per delegation manual	
ESSENTIAL REQUIREMENTS (700 characters in word)	WWCC (Yes/No): No Qualifications/ Licenses/ Registrations (award requirement): N/A	
	Work Health and Safety: <input type="checkbox"/> Supervisor As a leader you are expected to support the organisation achieve the aims of the safety management system, to establish and maintain a positive health and safety culture in the workplace and to consult with workers and others when making decisions that may	

	<p>impact upon the health, safety and welfare of those in the workplace.</p> <p style="text-align: center;"><u>OR</u></p> <p><input checked="" type="checkbox"/> Non-Supervisor You must take all reasonable care for yourself and others and comply with any reasonable instruction, policies and procedures relating to work health safety and wellbeing</p>
<p>SELECTION CRITERIA (700 characters for each criteria in word) (max 8)</p>	<ol style="list-style-type: none"> 1. Relevant tertiary qualifications in media relations, journalism, digital marketing or public relations, or equivalent demonstrated experience, or a combination of study and work experience. 2. Highly developed coordination skills, strong written and verbal communication abilities, and proven interpersonal skills with the capacity to liaise effectively with staff and community members at all levels, including corporate and media stakeholders. 3. Demonstrated ability to build and maintain effective relationships, as well as influence and negotiate with key stakeholders 4. Strong organisational and time management skills, with the ability to work independently, take initiative, and demonstrate innovation. 5. Relevant experience in a media or communications focused role, including the development and pitching media stories, with the ability to engage effectively with staff across all levels of the organisation. 6. Demonstrated experience in developing, writing and editing content for a range of audiences and platforms. 7. Sound understanding of how online content, including websites and social media, contributes to audience engagement and growth. 8. Experience in photography is highly regarded
<p>OTHER REQUIREMENTS <u>(Standard text do not amend)</u> (3100 characters in word)</p>	<p>Understand and practice person centred care.</p> <p>Work in partnership with consumers on improving and evaluating the delivery of services.</p> <p>Actively participate in quality improvement activities.</p> <p>Ensure timely and accurate reporting of near or actual, incidents or patient safety concerns.</p> <p>Be familiar with SCHN Child Protection Policy and Procedures and notify any allegations of suspected child abuse and neglect in line with policies.</p> <p>Adhere to all current SCHN and NSW Health policies and procedures, including the NSW Health Code of Conduct.</p>

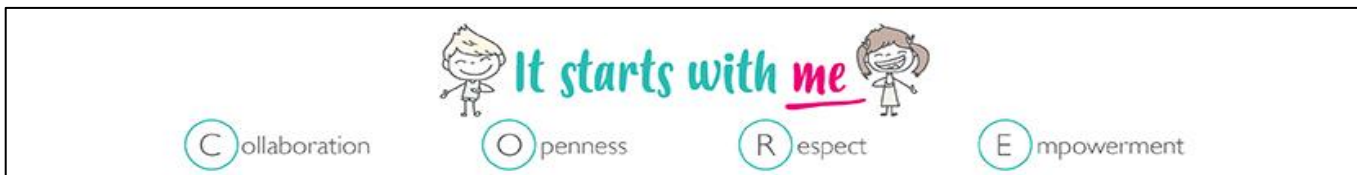


POSITION TITLE (200 characters limit)	Senior Community Relations Officer
POSITION NUMBER (from Stafflink) MANDATORY If this is a new position, acquire the position number after the new position has been created.	752422 (update to PD047174)
AWARD	Health Managers (State) Award
POSITION CLASSIFICATION	Health Manager Level 2
LOCATION	Sydney Children’s Hospitals Network
DOES THIS ROLE MANAGE/ SUPERVISE OTHERS?	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
DOES THIS REQUIRE SENIOR EXECUTIVE LEVEL STANDARDS?	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
PRIMARY PURPOSE (2800 characters limit in ROB)	<p>The Communications and Engagement Directorate is responsible for implementing the communication, media and engagement strategies, maximising positive communication opportunities, and promoting the Sydney Children’s Hospitals Network (SCHN), its facilities and associated institutions.</p> <p>The Senior Community Relations Officer is responsible for managing key community and support services provided by SCHN to patients, carers, and families, including the Volunteer program at Sydney Children’s Hospital, Randwick (SCH), and the coordination of donated gifts in-kind contributions.</p> <p>This role also oversees the planning and delivery of staff events (such as International Nurses Day), patient events (such as Patient Graduation and Party Day), and external engagement activities including VIP visits. In addition, the position manages third party partner in-house entertainment programs, including organisations such as Starlight Children’s Foundation, and Clown Doctors Australia and works closely with the Sydney Children’s Hospitals Foundation (SCHF) to coordinate gifts and in-kind donations for patients and families.</p>

<p>KEY ACCOUNTABILITIES (3100 characters limit in ROB)</p> <p><i>A high level description of the outcomes the role is expected to deliver.</i></p> <p><i>'Key Accountabilities' should be:</i></p> <ul style="list-style-type: none"> <i>- outcome focused, rather than process focused</i> <i>- ordered in importance and/or frequency</i> <i>- as specific to the role as possible while not detailing tasks.</i> <p><i>There should be no more than 6-8 'Key Accountabilities' in total.</i></p>	<ul style="list-style-type: none"> • Manage and coordinate the Volunteer Program at SCH to ensure appropriate resourcing, strong volunteers support, and recognition of volunteer contributions. This includes: <ul style="list-style-type: none"> ○ leading recruitment orientation, ongoing education and training in accordance with SCHN and NSW Health policies ○ overseeing the day-to-day placement of SCH's volunteers ○ resolving volunteer related issues as they arise ○ co-chairing the Volunteer Advisory Committee. • Coordinate and/or initiate appropriate live entertainment activities, including character visits, celebrities, entertainers, sporting identities and community supporters, to enhance engagement with patients, families and the broader SCHN community. • Coordinate ongoing third-party partner entertainment programs, including organisations such as Clown Doctors Australia, NSW Fire and Rescue, Delta Therapy Dogs, NSW Police and Kindifarm. • Coordinate and provide logistical support for hospital events and activities, in collaboration with relevant staff and departments, including attendance at events outside standard hours or offsite as required. • Where possible, support the fulfilment of special wishes for children with chronic or life limiting illnesses through events, visits by celebrities or sporting personalities or other ad hoc requests. • Coordinate the receipt, distribution and recording of donated gifts to ensure fair and appropriate allocation of in-kind donations. • Manage the receipt, distribution and recording of funds generated through SCH volunteer-run stalls and raffles. • Maintain and regularly update the Community Liaison Database, including records of in-kind donations, volunteer information, and patient details for event participation. • Provide support and assistance to other members of the Communications and Engagement Directorate as required. • Lead, manage and develop staff, including setting performance expectations, providing coaching and feedback and fostering a collaborative high performing team culture.
---	--

KEY CHALLENGES (max 3) (700 characters limit) <i>The challenges that are regularly encountered in the role.</i> <i>The Key Challenges should not restate the Key Accountabilities. There should be minimum of 1 and maximum of 3 "Key Challenges" in total.</i>	Maintain flexibility and adapting work practices to meet changing operational needs and circumstances.	
	Managing and prioritising a high volume and diverse workload within tight timeframes and limited budget.	
	Effectively resolving issues and managing relationships with volunteers, external stakeholders and suppliers in a timely and professional manner.	
KEY RELATIONSHIPS (internal) (max 3) (200 characters limit) <i>The key stakeholders and customers the role is expected to interact with routinely, rather than periodically. Relationships with both internal (within the department/agency) and external (outside the department/agency) stakeholders should be included where relevant. All roles require interaction with internal stakeholders, however some roles may not interact with external stakeholders.</i>	WHO	WHY
	Communications and Engagement Directorate	Collaborate on campaign promotions and events.
	SCHN Executive and Managers	Develop strong working relationships to support the community relations activities across SCHN.
	SCHN staff, patients and families	Provide support and manage community events to positively engage the community, provide support and goodwill.
KEY RELATIONSHIPS (external) (max 2) (200 characters limit) <i>As above</i>	WHO	WHY
	Community and corporate donors	Develop strong working relationships to support the fundraising, marketing and promotion of SCHN.
	Volunteers	Coordinate SCH volunteer program, maintain records and provide communications.
IS THIS A PUBLIC SENIOR EXECUTIVE ROLE WHICH MANAGES RELATIONSHIPS AT THE MINISTERIAL LEVEL?	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	<input type="checkbox"/> Other \$ _____ please specify the monetary value of the financial delegation (ex: 5000.00).
FINANCIAL DELEGATION	<input checked="" type="checkbox"/> As per delegation manual	
ESSENTIAL REQUIREMENTS (700 characters in word)	WWCC (Yes/No): No Qualifications/ Licenses/ Registrations (award requirement): N/A	
	Work Health and Safety: <input checked="" type="checkbox"/> Supervisor As a leader you are expected to support the organisation achieve the aims of the safety management system, to establish and maintain a positive health and safety culture in the workplace and to	

	<p>consult with workers and others when making decisions that may impact upon the health, safety and welfare of those in the workplace.</p> <p style="text-align: center;">OR</p> <p><input type="checkbox"/> Non-Supervisor You must take all reasonable care for yourself and others and comply with any reasonable instruction, policies and procedures relating to work health safety and wellbeing</p>
<p>SELECTION CRITERIA (700 characters for each criteria in word) (max 8)</p>	<ol style="list-style-type: none"> 1. Relevant tertiary qualifications in public relations or marketing, event management, or equivalent demonstrated experience, or a combination of study and work experience. 2. Demonstrated experience in volunteer management, with up-to-date knowledge of relevant volunteer management standards and practices. 3. Proven experience in coordination and delivery of events and visitor programs. 4. Highly developed interpersonal skills with the ability to exercise sensitivity, tact and diplomacy in a range of interactions. 5. Excellent written and verbal communication skills. 6. Demonstrated ability to work effectively both independently and collaboratively as part of a team. 7. Strong organisational skills, supported by sound office administration capabilities and computer literacy. 8. Willingness and ability to work flexible hours, including out of hours when required.
<p>OTHER REQUIREMENTS <u>(Standard text do not amend)</u> (3100 characters in word)</p>	<p>Understand and practice person centred care.</p> <p>Work in partnership with consumers on improving and evaluating the delivery of services.</p> <p>Actively participate in quality improvement activities.</p> <p>Ensure timely and accurate reporting of near or actual, incidents or patient safety concerns.</p> <p>Be familiar with SCHN Child Protection Policy and Procedures and notify any allegations of suspected child abuse and neglect in line with policies.</p> <p>Adhere to all current SCHN and NSW Health policies and procedures, including the NSW Health Code of Conduct.</p>

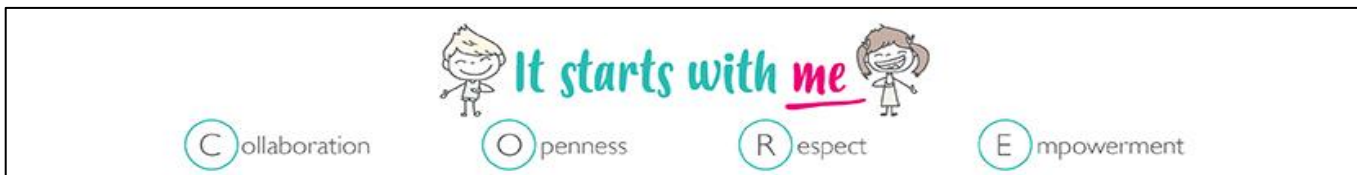


POSITION TITLE (200 characters limit)	Executive Assistant and Project Support to the Director of Communications and Engagement
POSITION NUMBER (from Stafflink) MANDATORY If this is a new position, acquire the position number after the new position has been created.	714655 (update to PD039713)
AWARD	Health Managers (State) Award
POSITION CLASSIFICATION	Health Manager Level 1
LOCATION	Sydney Children’s Hospitals Network
DOES THIS ROLE MANAGE/ SUPERVISE OTHERS?	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
DOES THIS REQUIRE SENIOR EXECUTIVE LEVEL STANDARDS?	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
PRIMARY PURPOSE (2800 characters limit in ROB)	<p>The Communications and Engagement Directorate is responsible for implementing the communication, media and engagement strategies, maximising positive communication opportunities, and promoting the Sydney Children’s Hospitals Network (SCHN), its facilities and associated institutions.</p> <p>The Executive Assistant and Project Support to the Director of Communications and Engagement (DCE) provides comprehensive day to day support to the Director and the broader team of media, communications, digital content, branding, event management and community engagement professionals.</p> <p>The role also delivers high-level executive and administrative support to the directorate, including office coordination, project management, education and training, digital support and other functions aligned with the Director's portfolio responsibilities.</p>

<p>KEY ACCOUNTABILITIES (3100 characters limit in ROB)</p> <p><i>A high level description of the outcomes the role is expected to deliver.</i></p> <p><i>'Key Accountabilities' should be:</i></p> <ul style="list-style-type: none"> <i>- outcome focused, rather than process focused</i> <i>- ordered in importance and/or frequency</i> <i>- as specific to the role as possible while not detailing tasks.</i> <p><i>There should be no more than 6-8 'Key Accountabilities' in total.</i></p>	<p>Office management:</p> <ul style="list-style-type: none"> • Develop and maintain effective office management systems to support efficient resource allocation, workflow coordination and communication across the directorate. • Provide comprehensive administrative support, including preparation of reports, presentations, briefings and agendas, as well as real time minute taking using a laptop; review, format and produce documents for the Director and other staff as required. • Manage the Director's and directorate-wide calendars and email accounts, including prioritising and coordinating workflow to ensure timely action and response. • Oversee the Directorate's cyclical reporting and compliance requirements, including policies, performance reviews, appraisals and mandatory training obligations. • Maintain the electronic records management system and associated documentation, including copying, distribution, filing and mail handling to ensure accurate and compliant record keeping. • Coordinate recruitment and HR administrative processes for the directorate, including maintenance of staff rosters and leave record. • Oversee workflow allocation and task coordination for the Administration Officer, ensuring effective delivery of assigned projects and duties. <p>Project and event support:</p> <ul style="list-style-type: none"> • Develop and manage project briefs on behalf of the Director, including those requested by the Board, Executive Leadership Team and external partners such as the Sydney Children's Hospitals Foundation (SCHF). • Support the planning coordination of key internal and external events and activities, including SCHN's Annual Public Meeting, Patient Graduations, Party Day, fundraising activities. • Maintain a centralised SCHN-wide calendar of events and key milestones. • Support the coordination and timely response to requests from internal and external stakeholders. • Manage SCHN's register of trademarks and business names as required by the DCE and Office of the Chief Executive, including renewals, cancellations, disputes and transfers, and ensuring records are accurately maintained and up to date. <p>Communications and engagement:</p> <ul style="list-style-type: none"> • Foster and maintain positive working relationships across SCHN staff, NSW Health, Minister and MP offices, third-party providers and external agencies. • Demonstrate highly developed verbal, written and interpersonal communication skills, with an ability to tailor messaging appropriately for diverse stakeholder groups. • Ensure the highest level of confidentiality in all matters including executive and directorate communications, correspondence and meetings. • Apply experience in the use of digital platforms to support administrative functions related to SCHN's online communication systems and content management.
--	--

KEY CHALLENGES (max 3) (700 characters limit) <i>The challenges that are regularly encountered in the role. The Key Challenges should not restate the Key Accountabilities. There should be minimum of 1 and maximum of 3 "Key Challenges" in total.</i>	Managing competing priorities within a fast-paced and demanding environment, while consistently maintaining high quality outputs and strong customer service standards.	
	Demonstrating flexibility and adaptability in work practices to respond effectively to changing circumstances and operational needs.	
	Assessing the urgency of all enquiries and ensuring messages are prioritised, communicated, and actioned in a timely and appropriate manner.	
KEY RELATIONSHIPS (internal) (max 3) (200 characters limit) <i>The key stakeholders and customers the role is expected to interact with routinely, rather than periodically. Relationships with both internal (within the department/agency) and external (outside the department/agency) stakeholders should be included where relevant. All roles require interaction with internal stakeholders, however some roles may not interact with external stakeholders.</i>	WHO	WHY
	Director of Communications and Engagement	To support the work of the office of the Director, a key member of the SCHN Executive team.
	Directorate Communications and Engagement, and SCHN staff.	To ensure internal and external stakeholders are supported and requests actioned in a timely manner.
	SCHN Executive team and support staff	To ensure work undertaken by the directorate aligns with the work of the broader Executive team.
KEY RELATIONSHIPS (external) (max 2) (200 characters limit) <i>As above</i>	WHO	WHY
	Government agencies such as NSW Health and the office of the NSW Minister for Health	To ensure work undertaken by the directorate aligns with statewide priorities, policies and procedures.
	Third-party partners (including SCHF)	To support the fundraising efforts and maintain a strong working relationship.
IS THIS A PUBLIC SENIOR EXECUTIVE ROLE WHICH MANAGES RELATIONSHIPS AT THE MINISTERIAL LEVEL?	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	<input type="checkbox"/> Other \$ _____ please specify the monetary value of the financial delegation (ex: 5000.00).
FINANCIAL DELEGATION	<input checked="" type="checkbox"/> As per delegation manual	
ESSENTIAL REQUIREMENTS (700 characters in word)	WWCC (Yes/No): No Qualifications/ Licenses/ Registrations (award requirement): N/A	
	Work Health and Safety: <input checked="" type="checkbox"/> Supervisor As a leader you are expected to support the organisation achieve the aims of the safety management system, to establish and maintain a positive health and safety culture in the workplace and to consult with workers and others when making decisions that may	

	<p>impact upon the health, safety and welfare of those in the workplace.</p> <p style="text-align: center;"><u>OR</u></p> <p><input type="checkbox"/> Non-Supervisor You must take all reasonable care for yourself and others and comply with any reasonable instruction, policies and procedures relating to work health safety and wellbeing</p>
<p>SELECTION CRITERIA (700 characters for each criteria in word) (max 8)</p>	<ol style="list-style-type: none"> 1. Tertiary qualifications in Administration and/or Project Management, or equivalent relevant work experience, or a combination of formal study and practical experience. 2. Demonstrated experience providing high-level executive level support to senior leadership. 3. Proven capability in office and project management, with strong organisational skills and the ability to coordinate completing priorities effectively. 4. Highly developed written and verbal communication skills, with the ability to engage effectively with stakeholders at all levels. 5. Demonstrated ability to exercise initiative and sound judgment in decision-making and problem-solving. 6. Proven ability to work collaboratively within a team environment, as well as independently, with experience in supervising or managing staff. 7. Demonstrated capacity to manage a substantial workload, prioritise effectively under pressure, and maintain a high level of accuracy and attention to detail. 8. Experience in coordinating meetings, including real time minute taking, and proficient use of relevant software, digital tools, and office equipment as outlined in the position description.
<p>OTHER REQUIREMENTS <u>(Standard text do not amend)</u> (3100 characters in word)</p>	<p>Understand and practice person centred care.</p> <p>Work in partnership with consumers on improving and evaluating the delivery of services.</p> <p>Actively participate in quality improvement activities.</p> <p>Ensure timely and accurate reporting of near or actual, incidents or patient safety concerns.</p> <p>Be familiar with SCHN Child Protection Policy and Procedures and notify any allegations of suspected child abuse and neglect in line with policies.</p> <p>Adhere to all current SCHN and NSW Health policies and procedures, including the NSW Health Code of Conduct.</p>



POSITION TITLE (200 characters limit)	Administration Officer
POSITION NUMBER (from Stafflink) MANDATORY If this is a new position, acquire the position number after the new position has been created.	752257 (update to PD047197)
AWARD	Health Employees Administrative (State) Award
POSITION CLASSIFICATION	Administration Officer Level 4
LOCATION	Sydney Children’s Hospitals Network
DOES THIS ROLE MANAGE/ SUPERVISE OTHERS?	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
DOES THIS REQUIRE SENIOR EXECUTIVE LEVEL STANDARDS?	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
PRIMARY PURPOSE (2800 characters limit in ROB)	<p>The Communications and Engagement Directorate is responsible for implementing the communication, media and engagement strategies, maximising positive communication opportunities, and promoting the Sydney Children’s Hospitals Network (SCHN), its facilities and associated institutions.</p> <p>The Administration Officer provides administrative support to managers and staff within the Communications and Engagement Directorate, and frequently services as the first point of contact for the directorate.</p> <p>The role involves liaising with SCHN staff, patients and families and members of the community.</p>

<p>KEY ACCOUNTABILITIES (3100 characters limit in ROB)</p> <p><i>A high level description of the outcomes the role is expected to deliver.</i></p> <p><i>'Key Accountabilities' should be:</i></p> <ul style="list-style-type: none"> <i>- outcome focused, rather than process focused</i> <i>- ordered in importance and/or frequency</i> <i>- as specific to the role as possible while not detailing tasks.</i> <p><i>There should be no more than 6-8 'Key Accountabilities' in total.</i></p>	<ul style="list-style-type: none"> Maintaining core administrative functions for the directorate as required, that may be complex in nature and require sound judgement and/or applying established processes, systems, and practices, to ensure efficient and effective operation of business activities. Providing timely, effective, high-quality and confidential, administrative support services, including responding to enquiries (in person, by phone and email), coordinating stock orders, and managing booking requests (e.g. communal hospital spaces). Managing own workload effectively, prioritising tasks to ensure completion within required timeframes with minimal supervision. Respond to internal and external and enquiries in a professional manner, including interactions with staff, stakeholders, members of the public patients and families and where required, media representatives. Process Directorate accounts payable and receivable functions, including raising payment requisitions, following up invoices, and coordinating payments for goods and services. Maintain and update HealthRoster, including payroll data entry, leave processing and filing of leave approvals, as well as roster development, attendance recording (using appropriate codes) and ensuring on-call entries are accurate and up to date. Participate in training and development to maintain and enhance system knowledge and competencies, ensuring effective and efficient work practices.
---	--

KEY CHALLENGES (max 3) (700 characters limit) <i>The challenges that are regularly encountered in the role.</i> <i>The Key Challenges should not restate the Key Accountabilities. There should be minimum of 1 and maximum of 3 "Key Challenges" in total.</i>	Managing day to day priorities and workflow within agreed timeframes to ensure timely, efficient and professional delivery of service, and exercising sound judgement, initiative (including when to escalate) and problem-solving skills.	
	The ability to work effectively both independently and as part of a team, while consistently maintaining respectful and professional communication, and strict adherence to staff and patient confidentiality.	
	Assessing the urgency of enquiries and ensuring messages are communicated accurately and promptly, while exercising judgement to escalated or consult with management when issues, risks, or conflicts arise.	
KEY RELATIONSHIPS (internal) (max 3) (200 characters limit) <i>The key stakeholders and customers the role is expected to interact with routinely, rather than periodically.</i> <i>Relationships with both internal (within the department/agency) and external (outside the department/agency) stakeholders should be included where relevant.</i> <i>All roles require interaction with internal stakeholders, however some roles may not interact with external stakeholders.</i>	WHO	WHY
	Direct reporting manager	To ensure smooth day to day operations, and management of workflows/priorities.
	Managers across SCHN	Organising staff identification resources
	Internal departments	Liaise with as required, directing enquiries or for directorate support.
KEY RELATIONSHIPS (external) (max 2) (200 characters limit) <i>As above</i>	WHO	WHY
	External vendors/suppliers	Processing invoices and creating/updating suppliers, ensuring adherence to NSW Health processes and policies
	HealthShare	Invoicing and account enquiries
IS THIS A PUBLIC SENIOR EXECUTIVE ROLE WHICH MANAGES RELATIONSHIPS AT THE MINISTERIAL LEVEL?	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	<input type="checkbox"/> Other \$ _____ please specify the monetary value of the financial delegation (ex: 5000.00).
FINANCIAL DELEGATION	<input checked="" type="checkbox"/> As per delegation manual	
ESSENTIAL REQUIREMENTS (700 characters in word)	WWCC (Yes/No): No Qualifications/ Licenses/ Registrations (award requirement): N/A	
	Work Health and Safety: <input type="checkbox"/> Supervisor As a leader you are expected to support the organisation achieve the aims of the safety management system, to establish and maintain a positive health and safety culture in the workplace and to consult with workers and others when making decisions that may	

	<p>impact upon the health, safety and welfare of those in the workplace.</p> <p style="text-align: center;"><u>OR</u></p> <p><input checked="" type="checkbox"/> Non-Supervisor You must take all reasonable care for yourself and others and comply with any reasonable instruction, policies and procedures relating to work health safety and wellbeing</p>
<p>SELECTION CRITERIA (700 characters for each criteria in word) (max 8)</p>	<ol style="list-style-type: none"> 1. Demonstrated experience in an administrative role within a large organisation, or and equivalent combination of relevant study and work experience. 2. Strong proficiency in a range of computer systems and applications, including the Microsoft Office Suite, Oracle and HealthRoster. 3. Highly developed verbal and written communication skills, with strong attention to detail and accuracy. 4. Well-developed interpersonal and relationship building skills, with the ability to effectively engage with staff at all levels, including management, as well as external stakeholders. 5. Proven ability to work independently and collaboratively within a team, engaging effectively with individuals across varying levels of seniority and diverse backgrounds. 6. Demonstrated ability to perform effectively in high-pressure environments, maintaining confidentiality, adaptability and flexibility in response to changing priorities. 7. Demonstrated ability to take initiative, maintain a strong focus on outcomes, and engage effectively in diverse and inclusive environments
<p>OTHER REQUIREMENTS <u>(Standard text do not amend)</u> (3100 characters in word)</p>	<p>Understand and practice person centred care.</p> <p>Work in partnership with consumers on improving and evaluating the delivery of services.</p> <p>Actively participate in quality improvement activities.</p> <p>Ensure timely and accurate reporting of near or actual, incidents or patient safety concerns.</p> <p>Be familiar with SCHN Child Protection Policy and Procedures and notify any allegations of suspected child abuse and neglect in line with policies.</p> <p>Adhere to all current SCHN and NSW Health policies and procedures, including the NSW Health Code of Conduct.</p>



POSITION TITLE (200 characters limit)	Art Curator
POSITION NUMBER (from Stafflink) MANDATORY If this is a new position, acquire the position number after the new position has been created.	703676 (update to PD029053)
AWARD	Health Managers (State) Award
POSITION CLASSIFICATION	Health Manager Level 1
LOCATION	Sydney Children’s Hospitals Network
DOES THIS ROLE MANAGE/ SUPERVISE OTHERS?	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
DOES THIS REQUIRE SENIOR EXECUTIVE LEVEL STANDARDS?	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
PRIMARY PURPOSE (2800 characters limit in ROB)	<p>The Communications and Engagement Directorate is responsible for implementing the communication, media and engagement strategies, maximising positive communication opportunities, and promoting the Sydney Children’s Hospitals Network (SCHN), its facilities and associated institutions.</p> <p>The primary purpose of this role is to support SCHN’s objective of delivering a holistic environment, where the art collection provides a calming and therapeutic complement to the clinical setting. This includes maintaining The Children's Hospital at Westmead’s (CHW) status as a registered art gallery, and overseeing the management, development and preservation of the art collections at both CHW and Sydney Children’s Hospital, Randwick (SCH).</p>

<p>KEY ACCOUNTABILITIES (3100 characters limit in ROB)</p> <p><i>A high level description of the outcomes the role is expected to deliver.</i></p> <p><i>'Key Accountabilities' should be:</i></p> <ul style="list-style-type: none"> <i>- outcome focused, rather than process focused</i> <i>- ordered in importance and/or frequency</i> <i>- as specific to the role as possible while not detailing tasks.</i> <p><i>There should be no more than 6-8 'Key Accountabilities' in total.</i></p>	<ul style="list-style-type: none"> • Management and care for the art collection across CHW and SCH including: <ul style="list-style-type: none"> ○ Undertaking routine maintenance of artworks (including cleaning). ○ Maintaining accurate documenting, cataloguing and inventory records, as well as associated policy documents. ○ Coordinating the transport and secure storing of artworks. ○ Facilitating de-accessioning processes in accordance with relevant policies. ○ Overseeing the framing, installation and rehangng of artworks. ○ Engaging and maintaining relationships with key stakeholders, including current and prospective donors and artists. ○ Researching, writing, and producing artwork labels and interpretive materials. ○ Ensuring compliance with insurance requirements, including the management of insurance claims. ○ Operating effectively within allocated budget constraints. • Curate and provide area-appropriate artworks that enhance and meet the functional and therapeutic needs of each space. • Chair the Operation Art Committee (with membership from the Art Gallery of NSW and Department of Education), so that children across NSW have the opportunity to create art that could lift the spirit of sick children in hospitals including: <ul style="list-style-type: none"> ○ Attending and facilitating regular meetings. ○ Supporting the coordination of events, artwork handovers, the annual exhibition judging process, and selection of works for inclusion in the SCHN collection. ○ Collaborating with colleagues to develop content for digital platforms and social media. • Procure new artworks through established relationships with donors, commercial galleries and relevant donation processes. • Develop and deliver engaging art-based activities for patients and families, such as art trails and self-guided materials. • Gather and evaluate consumer and stakeholder feedback in relation to the installation of new artworks. • Provide expert advice and support to the SCHN Executive on art and curatorial matters. • Represent SCHN professionally and maintain strong professional networks within the visual arts sector.
--	---

KEY CHALLENGES (max 3) (700 characters limit) <i>The challenges that are regularly encountered in the role.</i> <i>The Key Challenges should not restate the Key Accountabilities. There should be minimum of 1 and maximum of 3 "Key Challenges" in total.</i>	Maintaining and sustaining effective relationships with Operation Arts sponsors and initiative partners, including The Arts Unit of NSW Department of Education and Communities, as well as other stakeholders engaged with the SCHN art collection and programs.	
	Developing and implementing of targeted communication strategies across a range of platforms and mediums to support engagement and program objectives.	
	Ensuring compliance with, and timely delivery of, the administrative and governance requirements associated with of SCHN’s art collection.	
KEY RELATIONSHIPS (internal) (max 3) (200 characters limit) <i>The key stakeholders and customers the role is expected to interact with routinely, rather than periodically.</i> <i>Relationships with both internal (within the department/agency) and external (outside the department/agency) stakeholders should be included where relevant.</i> <i>All roles require interaction with internal stakeholders, however some roles may not interact with external stakeholders.</i>	WHO	WHY
	Direct reporting manager	To ensure smooth day to day operations and management of workflows/priorities.
	Communications and Engagement Directorate	Work with colleagues to develop collateral as required for projects and coverage of art events and activities
	SCHN staff and departments	Work with staff and relevant departments regarding artwork requests, and ensure appropriate art is hung where required
KEY RELATIONSHIPS (external) (max 2) (200 characters limit) <i>As above</i>	WHO	WHY
	The Arts Unit of the NSW Department of Education and Communities	Work closely with on all aspects of the Operation Art program
	Donors and supporters of the Art Program across SCHN	Foster and maintain relationships to ensure continued support through the Cultural Gifts Program and any other relevant agencies or departments
IS THIS A PUBLIC SENIOR EXECUTIVE ROLE WHICH MANAGES RELATIONSHIPS AT THE MINISTERIAL LEVEL?	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	<input type="checkbox"/> Other \$ _____ please specify the monetary value of the financial delegation (ex: 5000.00).
FINANCIAL DELEGATION	<input checked="" type="checkbox"/> As per delegation manual	
ESSENTIAL REQUIREMENTS (700 characters in word)	WWCC (Yes/No): No Qualifications/ Licenses/ Registrations (award requirement): N/A	

	<p>Work Health and Safety:</p> <p><input type="checkbox"/> Supervisor As a leader you are expected to support the organisation achieve the aims of the safety management system, to establish and maintain a positive health and safety culture in the workplace and to consult with workers and others when making decisions that may impact upon the health, safety and welfare of those in the workplace.</p> <p style="text-align: center;"><u>OR</u></p> <p><input checked="" type="checkbox"/> Non-Supervisor You must take all reasonable care for yourself and others and comply with any reasonable instruction, policies and procedures relating to work health safety and wellbeing</p>
<p>SELECTION CRITERIA (700 characters for each criteria in word) (max 8)</p>	<ol style="list-style-type: none"> 1. Relevant tertiary qualifications in Fine Arts and/or Art History, or equivalent demonstrated work experience, or a combination of study and work experience. 2. Demonstrated knowledge of professional standards and practices within museum/art gallery environments, including commercial gallery operations, with experience in the managing of permanent exhibitions. 3. Proven ability to establish, develop and maintain effective relationships with a range of stakeholders. 4. Demonstrated experience in identifying funding sources and preparing successful grant applications. 5. Strong project management capability, with well-developed organisational and time management skills. 6. Highly developed communication skills, including written, interpersonal and presentation abilities. 7. Demonstrated proficiency in computer applications, including the Microsoft Office suite.
<p>OTHER REQUIREMENTS <u>(Standard text do not amend)</u> (3100 characters in word)</p>	<p>Understand and practice person centred care.</p> <p>Work in partnership with consumers on improving and evaluating the delivery of services.</p> <p>Actively participate in quality improvement activities.</p> <p>Ensure timely and accurate reporting of near or actual, incidents or patient safety concerns.</p> <p>Be familiar with SCHN Child Protection Policy and Procedures and notify any allegations of suspected child abuse and neglect in line with policies.</p> <p>Adhere to all current SCHN and NSW Health policies and procedures, including the NSW Health Code of Conduct.</p>