

POSITION DESCRIPTION

Mercy Values:	Compassion, Hospitality, Respect, Innovation, Stewardship, Teamwork		
Position title:	Strategic Communication Manager	Employee name:	
Entity/Group:	Mercy Health Group Communications	Date:	July 2025
Location:			
Position reports to:	Head of Communications	Positions reporting to this one:	Direct: Communications Advisers (2)
Responsible to:			
Position Purpose:	<p>The Strategic Communication Manager is responsible for developing communications that positively positions the Mercy Health brand reputation and conveys clear messaging to a range of audiences.</p> <p>The role will have a leadership role in the strategic communication function which supports Mercy Health's healthy ageing services and health services (hospitals, palliative care, mental health) as well as internal communication required by support services.</p>		

Qualifications & Requirements:	<p>Seasoned internal and external communications professional, with proven work experience in a complex and/or highly regulated industry.</p> <p>Experience managing and leading teams.</p> <p>A degree in public relations, communication, digital media, journalism, marketing, or a similar relevant field is preferred.</p> <p>Excellent written and verbal communication skills.</p> <p>Significant experience in the design and execution of proactive and reactive communication strategies, involving complex issues with multiple stakeholders.</p> <p>An understanding of digital communication including websites, intranets and social media.</p> <p>The ability to prioritise and manage workloads effectively, including responding to emerging issues and short deadlines.</p> <p>A willingness to work in a Catholic, faith-based culture.</p>						
Resource management:	<table> <tr> <td data-bbox="651 812 1406 842"> Total staff management (FTE): </td><td data-bbox="1413 812 2078 842"> 2 </td></tr> <tr> <td data-bbox="651 842 1406 873"> Annual Operating Expenditure: </td><td data-bbox="1413 842 2078 873"> tbc </td></tr> <tr> <td data-bbox="651 873 1406 898"> Annual Capital Expenditure: </td><td data-bbox="1413 873 2078 898"> tbc </td></tr> </table>	Total staff management (FTE):	2	Annual Operating Expenditure:	tbc	Annual Capital Expenditure:	tbc
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Annual Operating Expenditure:	tbc						
Annual Capital Expenditure:	tbc						

Mandatory Organisational Competencies (online)	Personal Competencies
<ul style="list-style-type: none"> • Anti-bullying & harassment 	<ul style="list-style-type: none"> • High level of professionalism and ability to maintain confidentiality.
<ul style="list-style-type: none"> • Cyber security awareness 	<ul style="list-style-type: none"> • Enthusiasm, passion, and commitment
<ul style="list-style-type: none"> • Discrimination prevention 	<ul style="list-style-type: none"> • Advanced interpersonal and relationship management skills
<ul style="list-style-type: none"> • Orientation 	<ul style="list-style-type: none"> • Ability to work independently and meet deadlines
<ul style="list-style-type: none"> • Equity & Inclusion 	<ul style="list-style-type: none"> • Commitment to the mission and values of Mercy Health
<ul style="list-style-type: none"> • Infection Control 	<ul style="list-style-type: none"> • Innovative, creative and adaptive approach
<ul style="list-style-type: none"> • Emergency Procedures 	
<ul style="list-style-type: none"> • Respect @ work 	
<ul style="list-style-type: none"> • Safeguarding essentials 	
<ul style="list-style-type: none"> • Work Health & Safety 	

Key Responsibilities

Key Result Areas	Key Activities	Standard Measures
Team leadership and management	<ul style="list-style-type: none"> • Provide leadership, direction and guidance to the communications team, fostering a collaborative and innovative work environment. • Set clear goals, objectives and performance expectations for team members and regularly review performance and provide feedback. • Coordinate workload distribution, prioritise tasks and ensure deadlines are met effectively. 	<ul style="list-style-type: none"> • Positive feedback from employees on approach to managing and engaging, exhibited through employee satisfaction and retention. • The work produced by direct reports and overseen by this role is of a high standard; consistent with Mercy Health brand and external narrative. (Including but not limited to communication strategies, annual reports and digital media content.) • Team productivity, creativity and collaboration is consistent with the expectations of the Head of Communications and Executive Director Mission and Communications.
Stakeholder management	<ul style="list-style-type: none"> • Proactively develop and maintain internal relationships to ensure communication efforts meet the needs of internal stakeholders. • Establish and maintain a database of stakeholders relevant to the communications team, executive team and Board. 	<ul style="list-style-type: none"> • Feedback from peers and leaders confirms effective relationship management. • A simple database in a Microsoft 365 platform is created and maintained.
Communications strategy & planning	<ul style="list-style-type: none"> • In collaboration with the Head of Communications, set the direction for how, when and why Mercy Health communicates with its target audiences. • Lead and support the communication advisers to identify, drive and implement external communications and topical content to promote Mercy Health. • Maintain high standards of accuracy and currency of information; and project a contemporary and lively image for Mercy Health. 	<ul style="list-style-type: none"> • High quality communication strategies and products that are accurate and consistent with organization goals and priorities are produced and endorsed by relevant organization leaders. • Direct reports are supported to produce high quality work which receives positive feedback from stakeholders. • Mercy Health executives are satisfied with the quality of work produced for them.

Key Result Areas	Key Activities	Standard Measures
	<ul style="list-style-type: none"> • Conduct quality control on all communications and coach & develop direct reports. • Lead the development of presentations, speeches and other important corporate messages for Mercy Health executives and board members. • Utilise data and business intelligence to evaluate communication strategies and enhance audience engagement. 	
Internal Communication	<ul style="list-style-type: none"> • Identify, drive and implement internal communications consistent with business area priorities. • Lead GCEO communications including developing and implementing a strategy. • Lead a process to improve internal communication channels across Mercy Health to increase staff engagement. 	<ul style="list-style-type: none"> • The extent to which internal communication campaigns achieve their intended objectives, such as increasing awareness, driving engagement, or fostering a sense of belonging. • Employees' perception of the GCEO's communication style, frequency, and transparency is positive.
Risk management	<ul style="list-style-type: none"> • Identify potential reputational issues relating to communications activities and escalating concerns to the Executive Director Communications and Mission where appropriate. 	<ul style="list-style-type: none"> • Risks are identified, assessed and are responded to or escalated in a timely fashion.
Project & event participation	<ul style="list-style-type: none"> • Contribute to work across the organisation where necessary and participate in cross-functional project teams as directed by the Head of Communications. 	<ul style="list-style-type: none"> • Peer feedback, project evaluations
Work Health & Safety <ul style="list-style-type: none"> • Takes reasonable care to protect the health and safety of themselves, fellow staff, and others in the workplace. 	<ul style="list-style-type: none"> • Complete incident reports • Elect and support health and safety representatives • Contribute to risk assessments • Participate in training and meetings regarding safety. 	<ul style="list-style-type: none"> • Reports hazards, near misses and injuries immediately • Uses personal protective equipment • Comply with risk management policies and procedures and instruction • Attend all safety meetings and training sessions.

<i>Key Result Areas</i>	<i>Key Activities</i>	<i>Standard Measures</i>
Mercy Health Values <ul style="list-style-type: none"> Demonstrates and upholds the Values and Mission of Mercy Health. 	<ul style="list-style-type: none"> Values of Mercy Health are incorporated into daily work practices for all staff. 	<ul style="list-style-type: none"> Be compassionate and provide support to staff and customers Consistently shows respect and values each person's dignity Seeks opportunities to be innovative for improvement Communicates openly and honestly as an effective team member.

Employee's Signature: _____

Date: _____

Print Name: _____

Line Manager Signature: _____

Date: _____

Print Name: _____