

Position Description

Employment Agreement:	Individual Employment Agreement
Position Title:	Director of Communications
Service & Directorate:	Executive Team
Location:	Dunedin/Invercargill
Reports to:	Chief Executive Officer
Number of direct reports:	3.30 FTE
Date:	October 2021

Our Vision

Better Health, Better Lives, Whānau Ora

We work in partnership with people and communities to achieve their optimum health and wellbeing
We seek excellence through a culture of learning, enquiry, service and caring

Our Shared Values and Behaviours

Kind <i>Manaakitanga</i>	Open <i>Pono</i>	Positive <i>Whaiwhakaaro</i>	Community <i>Whanaungatanga</i>
Looking after our people: We respect and support each other. Our hospitality and kindness foster better care.	Being sincere: We listen, hear and communicate openly and honestly. We treat people how they would like to be treated.	Best action: We are thoughtful, bring a positive attitude and are always looking to do things better.	As family: We are genuine, nurture and maintain relationships to promote and build on all the strengths in our community.

Our statutory purpose

To improve, promote and protect the health of our population

- Promote the integration of health services across primary and secondary care services
- Seek the optimum arrangement for the most effective and efficient delivery of health services
- Promote effective care or support for those in need of personal health or disability support services
- Promote the inclusion and participation in society and the independence of people with disabilities
- Reduce health disparities by improving health outcomes for Māori and other population groups
- Foster community participation in health improvement and in planning for the provision of and changes to the provision of services
- Uphold the ethical and quality standards expected of use and to exhibit a sense of social and environmental responsibility

PURPOSE OF ROLE
<p>A key accountability of this role is the provision of executive oversight, vision, leadership and line accountability for the Southern DHB in relation to internal and external communications.</p> <p>You will provide strategic, technical, operational, and managerial support to the Chief Executive in the areas of internal and external communications and will develop and implement a communications strategy in support of both Southern DHB's strategic and annual plans.</p>

Competencies

The following competencies apply to this position. The employee will be assessed against these as part of their annual performance and development review.

Organisational Competencies	
Customer Focus	Is dedicated to meeting the expectations and requirements of internal and external customers; gets first hand customer information and uses it for improvements in products and services; acts with customers in mind; establishes and maintains effective relationships with customers and gains their trust and respect
Integrity and Trust	Is widely trusted; is seen as a direct, truthful individual; can present the unvarnished truth in an appropriate and helpful manner; keeps confidences; admits mistakes; doesn't misrepresent him/herself for personal gain.
Drive for Results	Can be counted on to exceed goals successfully; Is constantly and consistently one of the top performers; very bottom line oriented; steadfastly pushes self and others for results.
Role Specific Competencies	
Managing Vision and Purpose	Communicates a compelling and inspired vision or sense of core purpose; talks beyond today; talks about possibilities; is optimistic; creates mileposts and symbols to rally support behind the vision; makes the vision sharable by everyone; can inspire and motivate entire units or organizations.
Strategic Agility	Sees ahead clearly; can anticipate future consequences and trends accurately; has broad knowledge and perspective; is future orientated; can articulately paint credible pictures and visions of possibilities and likelihoods; can create competitive and breakthrough strategies and plans.
Decision Quality	Makes good decisions (without considering how much time it takes) based upon a mixture of analysis, wisdom, experience, and judgement; most of his/her solutions and suggestions turn out to be correct and accurate when judged over time; sought out by others for advice and solutions.
Political Savvy	Can manoeuvre through complex political situations effectively and quietly; is sensitive to how people and organisations function; anticipates where the land mines are and plans his/her approach accordingly; views corporate politics as a necessary part of organisational life and works to adjust to that reality; is a maze bright person.

KEY RELATIONSHIPS	
Within Southern DHB	External to Southern DHB
• CEO	• Ministry of Health
• Board	• Minister of Health's office
• Executive Leadership Team	• Local and national media
• Senior Management and Clinical Leadership Teams	• WellSouth Primary Health Network
• Community Health Council	• Stakeholder Groups, e.g. primary care, NGOs
• New Dunedin Hospital Programme	• Local MPs, Mayors and Local Councils
• Wider DHB staff	• University of Otago and Otago Medical School
• Direct Reports	• General Public

	<ul style="list-style-type: none"> • Other DHB Communications Managers
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PERSON SPECIFICATION

The expertise required for a person to be fully competent in the role. Position specific competencies:

	ESSENTIAL	DESIRABLE
Education and Qualifications (or equivalent level of learning)	<ul style="list-style-type: none"> • Tertiary qualification 	<ul style="list-style-type: none"> •
Experience	<ul style="list-style-type: none"> • Public Relations / Communications background • Strong emphasis on previous work at executive level as part of a senior leadership team, directing an organisation’s internal and external communications and broader public relations 	<ul style="list-style-type: none"> •
Knowledge and Skills	<ul style="list-style-type: none"> • Ability to set strategic and operational plans • Exceptional relationship management skills • Well versed in popular culture, contemporary public relation methods • Advanced oral and written communication skills, which includes public speaking • Sound analytical skills • Highly organised with excellent time management and prioritisation skills 	<ul style="list-style-type: none"> •
Personal Qualities	<ul style="list-style-type: none"> • Positive, proactive individual that emanates confidence and knowledge of communications and public relations strategies, tools and best practice • Highly honed eye for attention to detail • Advanced grasp of the English language and syntax • Is a highly skilled communicator with the ability to engage with people from all walks of life • High level of professional integrity • Strong customer focus • Not afraid to challenge the status quo • Positive attitude with a good sense of humour • Willing to ‘go the extra mile’ 	

KEY RESULT AREAS:

Key Accountabilities:	Example of successful delivery of duties and responsibilities
Southern DHB Profile and Strategy	
<ul style="list-style-type: none"> • To ensure that the Southern DHB is positioned as a leading DHB and funder and provider of quality health and disability services to the community 	<ul style="list-style-type: none"> • A strategic public relations and communication plan is in place and updated annually • Southern DHB’s profile reflects the values of the organisation

<ul style="list-style-type: none"> To ensure effective relationship and communication risk management at all times. Develop, implement and monitor an effective strategic communication plan that reflects strategic direction and organisational values 	
Internal Communications	
<ul style="list-style-type: none"> To facilitate excellent two-way communications between the Southern DHB executive and its staff To ensure staff understand and support the strategic direction of the DHB Provide strategic communication and public relations advice and guidance to staff, departments, services and key internal stakeholders Establishes, implements and monitors guidelines and process for organisational promotional material and events as required 	<ul style="list-style-type: none"> Constructive and effective relationships established and maintained with all key internal stakeholders
Stakeholder Relationships and Consumer Engagement	
<ul style="list-style-type: none"> To facilitate excellent two-way communications between the Southern DHB and its stakeholders Regularly consult with key stakeholders to ensure most effective communication strategies are in place Support the implementation of consumer engagement strategies consistent with the Health Quality and Safety Commission Guidelines 	<ul style="list-style-type: none"> Constructive and effective relationships established and maintained with all external stakeholders
Media Relationships	
<ul style="list-style-type: none"> To facilitate excellent two-way communications between the Southern DHB and media To strengthen communication to build and enhance reputation, as well as informing and engaging To ensure media have an excellent understanding of the Southern DHB and its activities 	<ul style="list-style-type: none"> Southern DHB enjoys a positive profile with the media and wider community
Staff Resource and Management	
<ul style="list-style-type: none"> Effective management and support of direct reports Ensures direct report effectively manage delegated internal and external communications, publications and public relations ensuring fit with strategic direction and organisational values Effective financial management of department and associated organisational resources 	<ul style="list-style-type: none"> Constructive and effective relationships established and maintained with all staff Effect and efficient use of time and DHB resources
Other Duties	
<ul style="list-style-type: none"> Undertaking duties from time to time that may be in addition to those outlined above but which fall within your capabilities and experience. Act as a role model for the Southern DHB Organisational Values. 	<ul style="list-style-type: none"> You respond positively to requests for assistance in own and other areas, demonstrating adaptability and willingness. You produce work that complies with SDHB processes and reflects best practice. Research undertaken is robust and well considered. Live and support the DHB values in everything you do.
Living Southern DHB Values	
Proactively demonstrating Southern DHB values in all aspects of the role.	<ul style="list-style-type: none"> Demonstrates behaviours that we want to see from each other, at our best.

	<ul style="list-style-type: none"> • Contributes positively to a culture of appreciation, a learning culture, where people feel safe to speak up. • Contributes positively to team and other initiatives that seek to improve patient and whanau experiences and/or staffs experience of working.
Professional Development – self	
Identifying areas for personal and professional development.	<ul style="list-style-type: none"> • Training and development goals are identified/agreed with your manager. • Performance objectives reviewed annually with your manager. • You actively seek feedback and accept constructive criticism.
Health, Safety and Wellbeing	
Taking all practicable steps to ensure personal safety and the safety of others while at work, in accordance with the Southern DHB’s Health, Safety and Wellbeing policies, procedures and systems.	<ul style="list-style-type: none"> • You understand and consistently meet your obligations under Southern DHB’s Health and Safety policy/procedures. • You actively encourage and challenge your peers to work in a safe manner. • Effort is made to strive for best practice in Health and Safety at all times.
Treaty of Waitangi	
<p>The principles of Te Tiriti o Waitangi, as articulated by the courts and the Waitangi Tribunal will guide the Southern DHB response to Māori health improvement and equity. These contemporary principles include:</p> <ul style="list-style-type: none"> • <i>Tino rangatiratanga</i>: Providing for Māori self-determination and mana motuhake in the design, delivery and monitoring of health and disability services. • <i>Equity</i>: Being committed to achieving equitable health outcomes for Māori. • <i>Active protection</i>: Acting to the fullest extent practicable to achieve equitable health outcomes for Māori. This includes ensuring that the Crown, its agents and its Treaty partner under Te Tiriti are well informed on the extent, and nature, of both Māori health outcomes and efforts to achieve Māori health equity. • <i>Options</i>: Providing for and properly resourcing kaupapa Māori health and disability services. Furthermore, the Crown is obliged to ensure that all health and disability services are provided in a culturally appropriate way that recognises and supports the expression of hauora Māori models of care. • <i>Partnership</i>: Working in partnership with Māori in the governance, design, delivery and monitoring of health and disability services – Māori must be co-designers, with the Crown, of the primary health system for Māori 	<ul style="list-style-type: none"> • You will be able to demonstrate an understanding of Te Tiriti o Waitangi, Māori Indigenous rights and current issues in relation to health and health equity ie: Whakamaua: Māori Health Action Plan 2020-2025. • You will contribute to responding to the DHBs Te Tiriti o Waitangi commitment to deliver effective and equitable healthcare with Māori patients and their whānau. • You will have the ability to incorporate Māori models of health, patient and whānau-centred models of care, and mātauranga Māori. • You will have insights into your own cultural awareness and an understanding of how your social-cultural influences inform biases that impact on your interactions with patients, whānau, and colleagues. • Recognising that there is an inherent power imbalance in-patient relationship and ensuring that this is not exacerbated by overlaying your own cultural values and practices on patients.

Note: the above example measures are provided as a guide only. The precise performance measures for this position will require further discussion between the job holder and manager.

CHANGES TO POSITION DESCRIPTION

From time to time it may be necessary to consider changes to the position description in response to the changing nature of our work environment – including technological requirements or statutory changes. This Position Description may be reviewed as part of the preparation for your annual performance and development review.

Acknowledged / Accepted:

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Employee

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Date

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Manager

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Date