

### *Position Description*

## Public Affairs Officer

Functional Unit	Policy & Advocacy
Reports to	Manager, Advocacy
Hours	Full time
Issue date	Jan 2019
Review date	Jan 2021

### About the Society

The Pharmaceutical Society of Australia Limited (PSA) is the national peak body representing Australia's 31,000 pharmacists working in all sectors and across all locations in Australia.

The core business of PSA is practice improvement in pharmacy by providing continuing professional development and practice support, in order to improve the health of Australians.

#### **PSA's Vision**

PSA's Vision is 'Improving Australia's health through excellence in pharmacist care'.

**PSA's Mission** – As the peak pharmacists' body, we lead and support innovative and evidence based healthcare service delivery by pharmacists.

- PSA ensures pharmacists have the opportunity to have rewarding careers through advocacy and innovation;
- PSA provides lifelong professional support for pharmacists and the pharmacy profession, and advocates for their appropriate recognition and remuneration;
- PSA has a strong and engaged membership base which supports and enhances the Society's influence;
- PSA values its people, and applies best practice management and governance to ensure organisational effectiveness and sustainability.

## ONEPSA

PSA fosters staff engagement through its ONEPSA culture statements that bring the organisation together as a truly national body supporting the needs of its members.

**O – Working as one** – we work as one to achieve our vision with authenticity and integrity

**N – Noble purpose** – we act to help pharmacists improve health outcomes for all Australians

**E – Equity** – we value and support each other and strive for equity both in and out of the workplace

**P – Pride and Passion** – we undertake all our work with pride and passion as the peak national professional body for pharmacists

**S – Success** – we have a culture of listening, questioning and constructively challenging to ensure financial stability and strategic success of PSA

**A – Always learning** – we foster a culture of learning and development for staff and members and aspire to think out of the box and show initiative.

## Work Health and Safety

The *Work Health and Safety Act 2011* provides an overall framework and describes the responsibilities or 'work safety duties' designed to ensure workplace health and safety.

PSA strives to provide a safe and healthy working environment for all staff, clients, contractors and visitors. PSA aims to eliminate any hazard that is considered a risk to personal safety including injury or illness and will do all that is reasonably practicable to ensure safe working practices are adopted and adhered to. Each PSA staff member is asked to take reasonable care to protect their own health and safety at work and also the health and safety of others in the workplace.

## About the Team

The Policy & Advocacy Team drives the strategic policy agenda for the PSA to unlock opportunities for pharmacists to realise their full potential as part of a wider health care team to address and improve the health care needs of all Australians. The team embodies a member first attitude and works to create, build and maintain a positive culture which personifies ONEPSA.

## Job Specification

The Public Affairs Officer is a full time role based in Canberra, ACT. The position, which will report to the Manager Advocacy will be a key member of the Press Office and provide public affairs, external communications and media support for the Policy & Advocacy Team and PSA.

## Duties and Responsibilities

1. Assist the Manager – Advocacy with strategic planning for external communications including media engagement on behalf of the Policy & Advocacy team.
2. Liaise with the Policy & Advocacy team, Market Engagement team and other PSA business areas to develop written communications material including media releases, key messages and media responses.
3. Research and write communications material including media releases, comments, editorials and opinion columns for the National President, CEO and other key PSA spokespeople.
4. Provide media relations for the Press Office including liaising with media, receiving media enquiries, providing on-call responses, organising media responses, obtaining approvals and reporting on media coverage.
5. Develop pro-active advocacy messages and stories to highlight PSA's achievements and activities.
6. Support the Manager – Advocacy with event logistics and media liaison at events and press conferences.
7. Support the Manager – Advocacy with the PSA's government engagement at both the state and federal level
8. Provide briefing materials for meetings and events for key PSA spokespeople including the National President and CEO
9. Write speeches for PSA National President and CEO for major events including conferences.
10. Perform other duties as required.

## **Selection Criteria, Qualifications and Requirements**

1. A Tertiary qualification in Communications/Public Relations/Journalism or a related field;
2. A knowledge of the media, how it works and its requirements;
3. High level and professional communication skills both written and verbal with the capacity to deal with a variety of stakeholders and clients;
4. A knowledge of modern communication channels;
5. Experience in a Communications or Media role;
6. Excellent organisational and planning skills, including the ability to work to strict deadlines and set priorities;
7. Proven ability to work independently and as part of a team.

Approved by - General Manager, Policy & Advocacy