



# Australian General Practice Network

## Online Media Officer

January 2010

The Australian General Practice Network (AGPN) is a national Canberra based organisation established in 1998 to support 110 general practice networks and eight state based organisations throughout Australia.

AGPN is funded under the Divisions of General Practice Program, and is an integral component of the Australian Government's general practice policy. The strategy has resulted in greater involvement of general practitioners in the development of health policy, the planning and delivery of health services at the local and regional level and the management of a range of health service delivery projects.

AGPN's mission is to improve the health and wellbeing of communities and individuals by providing national leadership and support through the General Practice Network. We strive to become a cohesive high performing Australian general practice network that is the essential regional and local infrastructure for integrated primary health care delivery. AGPN has three key result areas: national leadership and advocacy (KRA1), Network capacity and performance (KRA2) and member engagement (KRA3).

AGPN's team comprises core administrative staff, policy advisers, principal network advisers and network support officers (approx 30 staff) who are highly motivated, adaptable and multi-skilled employees.

### Organisational values:

All staff at AGPN are required to operate in accordance with the organisation's values, to ensure that we act and relate with **PRIDE** in all that we do:

- **P**assion, **R**espect, **I**ntegrity, **D**aring and **E**xcellence

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### Position Description

The Online Media Officer will work with AGPN staff and stakeholders to develop effective web content solutions to meet their needs. Assist with publication design and development. Advise on trends in website design and ensure AGPN adheres to emerging standards.

### Knowledge, Education, Experience and Key Attributes

#### Essential

Experience in or an understanding of large scale content management systems and their application. Training or experience in using graphic design programs.

**Australian General Practice Network Limited**

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**Delivering local health solutions through general practice**

*AGPN acknowledges the financial support of the Australian Government Department of Health and Ageing*

## **Desirable**

Previous experience in large scale website management will be highly valued, but not essential.

## **Key Responsibilities**

- Liaise with work areas within AGPN concerning website publishing and content provision
- Assist with design and development of a range of publication materials
- Work with AGPN staff to ensure content and presentation standards and requirements are incorporated into existing and proposed websites
- Research and advise on trends and emerging best practice in web publishing, and related content production and management
- Provide developmental guidance in relation to AGPN's content management system
- Provide feedback on usage to key stakeholders on a regular basis including analytical data from external sources

## **Selection Criteria**

The following specific selection criteria must be addressed by candidates. All applications should address each of the following criteria:

1. Well-developed interpersonal and communication skills, both written and oral, with a demonstrated capacity to communicate technical issues to non-technical personnel
2. Experience and/or training in graphic design and/or publication design and using design software
3. Good general understanding of technological trends and emerging issues relating to information management and application within the web
4. Creative design flair with an understanding of publication lay out
5. Personal skills of flexibility, initiative, self-motivation and the ability to work effectively in a team environment

## **Reporting Relationships**

Supervisor:	Director, Communications and Marketing
Position:	Online Media Officer
Direct Reports:	Nil

## Terms of Employment and Remuneration

- The *Online Media Officer* will be appointed for a 12 month period. Continuation of employment is subject to ongoing funding from the Department of Health and Ageing.
- Salary will be negotiated commensurate with skills, experience and qualifications.
- Superannuation benefits will be in accordance with the provisions of Federal Superannuation Guarantee legislation. Flexible remuneration packaging will also be offered.
- The *Online Media Officer* may be required to undertake some work outside of standard hours. It is expected that the position will require some inter and intra-state travel.

## How to Apply

Please forward your resume, a covering letter and contact details for three referees.

**By Email:** [mconroy@agpn.com.au](mailto:mconroy@agpn.com.au)

**By Mail:** PO Box 4308 Manuka ACT 2603

**Applications close:** Friday 12 February 2010

For further information please contact Director, Communications and Marketing on 02 6228 0819 or [frayner@agpn.com.au](mailto:frayner@agpn.com.au) or Gabe Gossage on 02 6228 0800 or [gossage@agpn.com.au](mailto:gossage@agpn.com.au)


Website: [www.agpn.com.au](http://www.agpn.com.au)

## PRIDE: Our values in action

Our values guide the way in which we work together – internally and externally – for the greater benefit of AGPN, the General Practice Network, and the health and well being of the people of Australia. We act and relate with **PRIDE** in all that we do.

- **Passion:** we are passionate about our purpose and the contribution we can make to improve the health and wellbeing of the Australian community through the General Practice Network. This is demonstrated in the way we approach our day to day, and longer term, tasks and responsibilities.
- **Respect:** recognises the value and dignity of every person who associates with us. It is our responsibility to treat all with whom we come into contact with justice and compassion no matter what the circumstances, and we are prepared to stand up for what we believe and challenge behaviour which is contrary to our values.
- **Integrity:** demonstrates that we are open and honest in the way we deal with each other and with others, that we accept responsibility and differences of opinion, are willing to share information and knowledge, and display loyalty and commitment in our roles.
- **Daring:** recognises that we act with courage, that we are willing to take or seek out risks in the interests of the overall good of the organisation and those we are here to serve, and that we are bold and adventurous in our ideas, our approaches, and our execution of actions.



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- **Excellence:** recognises we are responsible for ensuring a high performing organisation which has a focus on continuous improvement and quality; developing the skills, competencies and talents of those who work for AGPN; caring for the environment; and handing on a sustainable legacy to those who come after us.