



COMMUNICATIONS AND MARKETING COMMITTEE EXPRESSION OF INTEREST

Please review the committee's Terms of Reference (below) before completing this application. Applications will be screened and assessed by Osteopathy Australia staff to ensure that application criteria have been satisfied. Shortlisted candidates will be invited for an informal discussion to explore mutual fit. notified of their successful selection.

Submission Details

Completed application forms must be submitted via email to Rebekka Thompson-Jones – rthompsonjones@osteopathy.org.au. Application forms must be accompanied by an up-to-date CV (no more than 2 pages).

Expressions of Interest close at 5pm (AEDT) on Friday 31 May 2024.

For more information, please contact Rebekka Thompson-Jones at rthompsonjones@osteopathy.org.au. Outcomes will be released to applicants in February or March 2024. Successful applicants are expected to start their terms around March 2024.

Terms of Reference

Rationale

Osteopathy Australia is the peak professional body representing the interests of osteopaths in Australia. As a professional association, Osteopathy Australia is engaged in a diverse range of activities, all of which have the overarching goal of enhancing and promoting osteopathy.

Terms of Reference

The role of the Communications and Marketing Working Group will be at the forefront of shaping and promoting the image of our professional association. The Working Group's input will directly influence how we engage with members, stakeholders, and the broader community.

- Assist with identifying, developing and participating in media/ publications opportunities, speaker events, be brand ambassadors – inputting into communications to members, blog topics, member surveys, website features social media activities, media relations etc);
- Undertake media training and act as association spokesperson and ambassador;
- Liaise with student organisations and attend show and tell meetings;
- Advise on, and support, the development of high-quality marketing collateral for osteopaths;
- Promote the science and evidence base that underpins the field of osteopathy;
- Uphold and build the editorial quality and integrity of all educational content produced for Osteopathy Australia, including but not limited to Osteo Life, webinars, social media and eLearning modules;
- Advise and regularly input/ produce articles on topical subjects of interest to osteopaths – across all experience and the development of interesting and timely content to help practitioners address the clinical and business management challenges they may be facing;
- Advise on the challenges faced by students, new graduates, employees and business owners to provide relevant content for those representing the future of the profession
- Help to build a rolling bank of commissioned content.

Members may be asked to advise on matters in between meetings.

Membership

The process for membership will involve a call for expressions of interest. The Osteopathy Australia team will then review the expressions of interest received and will be responsible for appointing members to the Communications and Marketing Working Group.

Skills Required

Membership of the Group is voluntary. It provides an opportunity to play an active role in growing and promoting osteopathy as a regulated allied healthcare profession while extending a member's personal knowledge and skills within a professional network.

Group members must have a broad set of skills, including:

- Strong background in marketing, public relations, brand management or communications;
- Creativity and a strategic mindset for promoting our association's initiatives;
- Excellent written and verbal communication skills;
- Ability to work collaboratively in a team-oriented environment;
- Enthusiasm for contributing time and effort to advance our association's mission.

Requirements

- Members of the Working Group must be members of Osteopathy Australia or work within a member's clinical practice;
- At least two - three clinical Advanced Practitioners, one student representative, one early career osteopath, one graduate, at least two non-business owners, geographically diverse with two regional, rural, remote members;
- One member who is an education specialist;
- Two members specialising in business management;
- Appropriate Osteopathy Australia staff member(s);
- Other guests or contributors, as needed, may be invited to participate at certain times;
- At least two members must be practising outside of Victoria.
- Academic representation may be invited as required.

Period of Office

- Appointed members shall normally serve on the Working Group for a term of one (1) year;
- This will be reviewed annually for reappointment;
- Members may serve three (3) consecutive terms;
- If members step down from their position during their term, Osteopathy Australia will send out an EOI to replace the position(s).

Quorum

A quorum for meetings of the Working Group will be half the membership (at the time), plus one and a staff member must be in attendance.

Chairperson

The first Working Group meeting in 2024 will be chaired by an employee of Osteopathy Australia. Following the first, the position of Chair will be undertaken on an alternating basis by members who nominate themselves at the February meeting.

Meeting Schedule

The Working Group meets at least three (3) times a year, either online or in person. At least one of the meetings is intended to be in person meeting (COVID restrictions allowing).

Meeting months will be confirmed once EOIs have been submitted, however, they are likely to be in:

- March (current Working Group)
- May
- August
- October (in person)

Meeting days/dates/times for 2024 will be agreed upon collectively by the Working Group at the February meeting and this will become an agenda item.

Additional meetings may be scheduled on a needs basis to enable the Working Group to discharge its duties.

To remain current, Working Group members need to attend at least two (2) meetings a year.

Meeting Procedures

1. The 'meeting', and associated procedures, shall include meetings conducted face-to-face, by telephone (teleconference) or by videoconferencing mediums.
2. External stakeholders of Osteopathy Australia may request the opportunity to address the Working Group, with notice, at any time and this request will be considered.
3. The President of Osteopathy Australia may attend a meeting with advance notice given or upon invitation.
4. All meetings will be recorded by means of minutes.
5. A Casting vote may, when applicable, be exercised by the Chair.
6. Members who send their apologies are not able to replace themselves at a meeting with a proxy.
7. The finalised agenda and papers will be distributed five (5) working days prior to each meeting and minutes distributed within ten (10) days after the meeting. Minutes from the previous meeting will be tabled at the next meeting of the Working Group.
8. Meetings are to be conducted in a spirit of respect and consideration towards others with an ultimate end goal which aligns with the Osteopathy's Strategic Plan.

Conflict of Interest

All Working Group members, regardless of staff or director status, will be required to declare any conflict (real or perceived) prior to any participation in each individual meeting. The Working Group will then record any conflict and the action they have undertaken, at the commencement of each meeting.

Committee Management and Administration

Meeting schedules, agenda suggestions, review of papers and the action review will all be directed in discussion with Working Group members. The appropriate, designated staff member will act as the secretariat and assist with the development and distribution of the agenda, papers, minutes and calendar invites.

Review and Reference

The Terms of Reference and the functioning of the Group will be subject to review at least every two years to ensure that it is operating effectively, fulfilling its functions and reviewed for continuing relevance against identified benchmarks.

'Identified benchmarks' will be identified, discussed and voted upon at the first meeting.

At the end of each year, the Working Group will undertake a self-evaluation of performance which will be measured against outcomes determined by the Working Group.

Name of Applicant	
Mobile	
email	

Introductory Bio (approx. 100 words) and Statement of Intent (approx. 200 words)

Please include a short biography of yourself and a short statement regarding why you are nominating for the role, why you think it is important. Please include your relevant experience in marketing, PR or communications. Outline specific skills or ideas you bring to enhance our marketing and communication efforts.

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Introductory Bio (approx. 100 words) and Statement of Intent (approx. 200 words)
(Continued)

Skills

It is recognised that no single applicant will be able to satisfy all the criteria listed in the table below; however, across the Working Group, these are the skills required for effective governance. We are in search of a mix of skills, so what may be a strength in one individual may be a weakness in others.

As such, applicants are required to rate their skills accurately and honestly to demonstrate what they can bring to the committee and their experience level in these areas.

Please focus on any skills that apply to you from the list below and demonstrate how and why via the written 'comments' column in the table below. It may help to describe your experience or training in each of the areas.

Please rate each of your skill levels on a scale of 1-5 with:

1 = Little or no experience

5 = Extensive experience or expert

Skills	Please rate each skill on a scale of 1 to 5P	Comments
Effective Communicator		
Networking		
Conceptual thinker		
Ability to work collaboratively in a team-oriented environment		
Enthusiasm for contributing time and effort to advance our association's mission		
Business owner/operator		

Privacy Statement

The personal information on this form is being collected to recruit and select members for the Osteopathy Australia Communications and Marketing Working Group.

Declaration

I, _____, declare that

- i. I have not been disqualified from acting as a director or acting in the management of a company, and
- ii. I have never had a negative finding against me from any regulatory complaint body such as health tribunals, the Osteopathy Board of Australia, AHPRA, Medicare or their equivalents.
- iii. Any international equivalents of the above.

I grant permission for inquiries to be made to establish the accuracy of any of the information provided by me in this form and accompanying attachments and to determine my suitability for nomination, and I understand that these inquiries will involve the disclosure of my information for these limited purposes.

By signing this declaration. I grant permission for the conduct of probity checks, which will consist of:

- a check of the Australian Securities and Investment Commission (ASIC) Register of persons prohibited/disqualified by ASIC under the provisions of the Corporations Act 2001
- a check of the AHPRA or equivalent register.

These checks will only be made if the application for the Committee is approved.

Declaration continued

These checks will only be made if the application for the Committee is approved.

Signature: _____ **Date:** _____