


Engagement Strategy Manager - BreastScreen

Our CORE values Collaboration Openness Respect Empowerment		
Organisation	NSW Health	
Local Health District / Agency	Northern NSW Local Health District	
Position Classification	Health Manager level 2	
State Award	Health Managers (State) Award	
	Does this role require Multiple Awards? <input type="checkbox"/> Yes <input type="checkbox"/> No	
Supervisory	Does this role manage or supervise others? <input type="checkbox"/> Yes <input type="checkbox"/> No	
StaffLink Position Number		
Website	www.nnswlhd.health.nsw.gov.au/	

PRIMARY PURPOSE

Primary Purpose
Engage with internal and external stakeholders across both NNSW and MNC Local Health Districts (LHDs) and BreastScreen NSW, to demonstrate leadership and be accountable for the development, implementation and evaluation of high-level strategies to maximise the participation of eligible women in the BreastScreen Program. The overall aim is to help reduce the mortality and morbidity associated with breast cancer and improve the health status of women.

ESSENTIAL REQUIREMENTS (will also include mandated WHS Statement added by Workforce)

Essential Requirements
Valid unrestricted drivers licence for use in NSW/Australia. Responsibilities under WHS - Non-Supervisor You must take all reasonable care for yourself and others and comply with any reasonable instruction, policies and procedures relating to work health safety and wellbeing.

KEY ACCOUNTABILITIES

Key Accountabilities, max 8

POSITION DESCRIPTION

i Position Title

Demonstrate Leadership and accountability on the development, implementation, monitoring and evaluation of the service's strategic marketing and recruitment plan in consultation with key NNSW & MNC LHDs senior positions, key external stakeholders, consumers, BreastScreen NSW and senior positions in other services including NGOs.

Capacity to design strategic and business objectives and be accountable for their implementation to meet BreastScreen Australia National Accreditation Standards and collaborate with the other senior positions in the service to reach its Key Performance Indicators (KPI) relating to participation rates.

Lead the analysis of relevant population data across the Local Health Districts and make recommendations to inform the development and implementation of diverse clients' focused plans, including a focus on populations at risk to improve access for all clients to the service.

Evaluate evidenced based strategies to recommend initiatives to maximise the number of eligible women participating in the program.

Prepare high quality reports, briefs, protocols, presentation and discussion papers for all stakeholders and service management to inform and be part of decision making to improve service efficiency and effectiveness.

Lead the development of and implementation of strategies to source client feedback and client involvement in the program with view to delivering a service that is client focused.

Show leadership by actively promoting and participating in client safety and ongoing quality improvement activities that promotes the best health outcomes for clients.

KEY CHALLENGES

Key Challenges, max 3

Demonstrate leadership in fostering a single service attitude and team approach with staff based in multiple locations.

Meeting competing leadership and accountability demands across two Local Health Districts to set priorities requiring both proactive and responsive marketing and recruitment activities across the service.

Capacity to exercise creative and entrepreneurial solutions to improve the participation of the program on the North Coast

KEY RELATIONSHIPS

POSITION DESCRIPTION

i Position Title

Who, max 3 internal, 2 external (if relevant)	Why
Manager	Professional and operational leadership and management Provides guidance, direction and feedback in relation to the delivery of quality care/service.
Service Management Team	Regular collaboration, ability to provide input with and inform on projects, service planning and operations
Clients and Stakeholders	Foster partnerships and networks to engage when developing strategies to promote breast screening program.
Cancer Institute NSW and BreastScreen NSW State Coordination Unit	Liaise and maintain positive relationships with Marketing and recruitment representatives in order to share knowledge and implement key projects.

SELECTION CRITERIA (Max 8, 6 recommended)

Selection Criteria
<ul style="list-style-type: none">• Tertiary qualifications in business management / marketing/ communications/ health promotion or other relevant tertiary qualification and/or substantive proven experience in working in a senior position with relevant skills to this position.• Demonstrated experience and effectiveness in working autonomously, being motivated and as a productive member of a multi-disciplinary team to realize objectives.• Demonstrated high level written, oral, interpersonal communication and negotiation skills.• Demonstrated experience in collaborating with stakeholders – including clinicians, to design and evaluate strategic and business objectives to improve productivity and effectiveness of service delivery.• Demonstrated effective organisational skills with a proven ability to prioritise workloads and meet deadlines and targets.• Valid unrestricted drivers' licence for use in NSW/Australia and willingness to travel across the North Coast and other locations as required in accordance with the duties of this position.• Demonstrated capacity to design strategic and business objectives to realise the standards/KPIS

OTHER REQUIREMENTS

Professional Behaviour and Communication

All employees are required to achieve, uphold and model a high standard of professional behaviour and communication.

- Any conduct on your part, whether during or outside business hours, which has the capacity to affect or damage the professional reputation of NSW Health, or your ability to uphold that reputation or image, could lead to disciplinary action, including dismissal
- Appropriate professional behaviour incorporates all levels of interpersonal behaviour, including formal and informal communication with colleagues, patients and carers

POSITION DESCRIPTION

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All employees are responsible for:

- Complying with all current NSW Health and NNSWLHD policies, including the NSW Health Code of Conduct
- Complying with profession-specific Code of Ethics/Code of Professional Conduct and Scope of Practice

Workplace Culture

Your workplace behaviours and practices are expected to:

- Proactively contribute to a positive, productive and safe workplace culture
- Adhere to the CORE values of Collaboration, Openness, Respect and Empowerment identified in the NSW Health Workplace Culture Framework

Privacy

All employees are expected to comply with personal information protection principles and health privacy principles as per the NSW Health Privacy Manual for Health Information, NSW Health and NNSWLHD privacy policies and procedures, and relevant legislation:

- Privacy and Personal Information Protection Act 1998 (NSW)
- Health Records and Information Privacy Act 2002 (NSW)

Performance

All employees will:

- Have a performance agreement with their manager, linking individual performance objectives and role requirements to corporate objectives
- Participate in an annual performance appraisal
- Be responsible, with the support of their managers, for proactively developing their own performance to meet expectations and achieve objectives
- Actively contribute to their performance management by having open and honest conversations with managers and colleagues and providing and receiving constructive feedback

Quality Improvement

NNSWLHD complies with the National Safety and Quality Health Service Standards. All employees are expected to:

- Be aware of and comply with their responsibilities under the Standards
- Actively participate in quality improvement initiatives within their teams
- Participate in organisation-wide quality improvement activities as required

Workplace Health & Safety

All employees have responsibilities under the Workplace Health & Safety Act of 2011. Signing this Position Description confirms you understand the responsibilities relevant to your role.

Risk Management

All employees are expected to notify into the incident management system any incidents and patient complaints which occur in your own area (both clinical and corporate incidents).

All employees will:

POSITION DESCRIPTION

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- Identify and manage risks in your own area, and report risks to your manager which are beyond your capacity or authority to manage