



NNSWLHD

BreastScreen *Marketing and Recruitment* position re-Structure - Consultation Paper

Purpose

The purpose of this document is to ensure sound change management principles are followed, with the provision of an opportunity for employees to comment on the proposed BreastScreen Marketing and Recruitment restructure. The Director, BreastScreen NSW North Coast invites staff to provide comments and feedback on the proposed structure prior to a structure being finalised.

Introduction

This proposal is to create a full-time permanent position titled Engagement Strategy Manager. This position will replace the fulltime current position titled Marketing and Recruitment Officer. The service is required to have a position responsible for the promotion of the service with view to increasing the number of women participating in the program each year. The Position Description fulfils this requirement as defined in the annual Funding and Performance Agreement between Cancer Institute NSW and NNSWLHD – BreastScreen.

Background

The service currently has an incumbent employed under the Health Education Officer Classification - Graduate, Year 7 position. The focus of this role is narrow and it is required to promote the service in the communities, among stakeholders and to engage with relevant organisations with a view to increasing the number of women participating in the BreastScreen service. It is not a strategic/high level position.

The proposed expanded position of Engagement Strategy Manager is classified under the Health Managers (State) Award 2022.

It is necessary to create this new expanded role in order to address gaps in service delivery, provide clarity around roles and responsibilities and have in place a senior position with the ability and capacity to demonstrate leadership and accountability.

The position will be required to apply extensive knowledge and awareness of the overall service and not be limited to the previous narrow role. The role will be expected to have high level input and contribution to strategic and operational decisions regarding service delivery and growth.

Service Description

BreastScreen NSW aims to improve the survival rates of women with breast cancer by providing free screening mammograms to women aged 40 and over. BreastScreen NSW is part of the national BreastScreen Australia program, which is jointly funded by the Commonwealth, and state and territory governments.

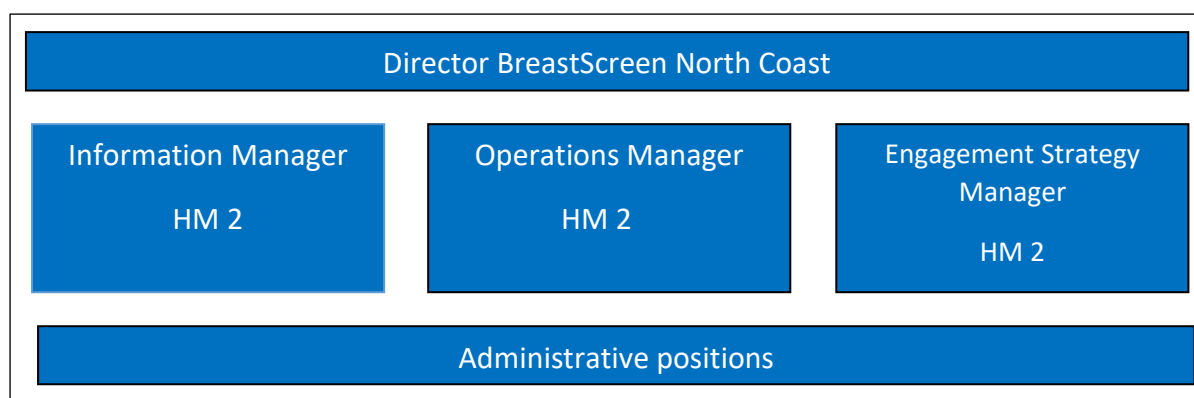
This service aims to detect breast cancer early, before it has a chance to spread. Early detection of cancer increases the treatment options available and improves the chance of survival.

The program is delivered by nine Screening and Assessment Services across NSW which are located and managed within Local Health Districts. The BreastScreen program in Northern NSW covers both NNSW LHD and MNC LHD.

In addition to four BreastScreen permanent clinics – Tweed Heads, Lismore, Coffs Harbour and Port Macquarie, the service has access to two fulltime and one part time mobile Unit (buses) which visits smaller towns in the region on an annual basis.

The creation of this Engagement Strategy Manager role within the proposed structure will enable the realisation of the aims and objectives outlined below via the following structure change:

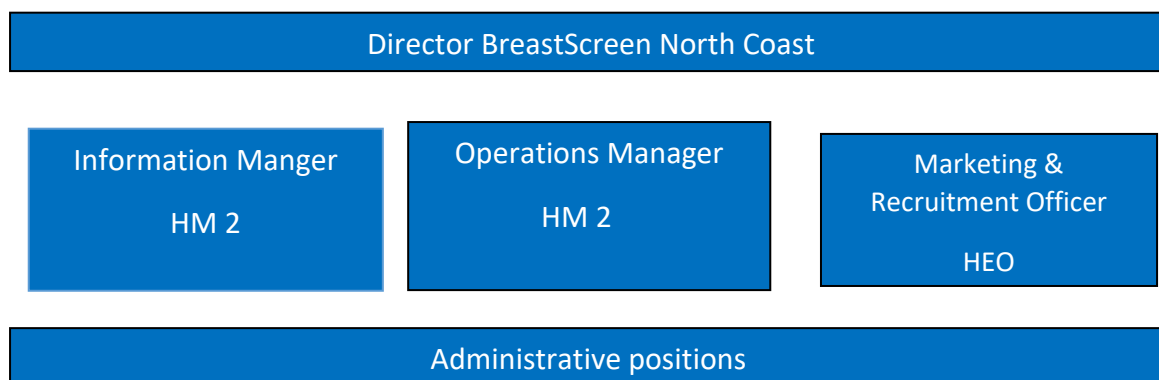
Note: This structure does not include the clinical positions reporting to the Director



Current status

- There is currently a Health Education Officer position as part of the service management team within the BreastScreen Service as outlined in the *Background* section of this proposal.
- The position has a narrow focus.
- The position is a sole one and reports to the Director.
- The other two non-clinical positions reporting to the Director in the service are classified as Health Manager.
- The service needs clarity around roles and responsibilities that have evolved over time and are not encapsulated by current PDs.

- The current position does not reflect contemporary changes required of the role which are necessary to keep the position functional, effective and efficient.
- This position has not been reviewed or re-structured to this degree in the recent past.
- The service has seen a significant change in the type and breadth of skills and capacity required to undertake the current role due to increased population size on the North Coast and the more sophisticated platforms used to promote/market the service to attract women to the service.



Aims and Objectives of this Change Proposal

There is a need to encompass a broader range of skills and expertise, create a senior position that has extensive knowledge, ability and awareness of the service as a whole in order to address the more recent gaps in service delivery.

Benefits of Proposed Engagement Strategy Structure

The key driver of the proposed Engagement Strategy structure is to create and have in place a high-level position that will embrace the full range of responsibilities to ultimately maximise the number of clients attending the BreastScreen program.

The anticipated benefits, which would be derived from this proposal are:

- A small senior management team reporting directly to the Director, providing equity whereby the non-clinical positions are at the same level. Note: It is anticipated that via an indicative grading exercise, the new role will be at the Health Manager Level 2.
- The ability to have an incumbent fulfilling the responsibilities of the role who is able to operate autonomously, with minimal disruption to the Director's time on a daily basis.
- Position to manage a range of projects, with key projects being health literacy requirements, client surveys, grant applications and compliance with specific accreditation standards, that are currently managed in an ad hoc manner without ownership by any one position.
- Management of volunteers attending the assessment clinics - an initiative which has commenced recently.

Proposed Changes

1. Establish New position

- Establish a fulltime permanent position titled **Engagement Strategy Manager**.
- One new Manager position will be created to lead and be accountable for the engagement of stakeholders in the service, which is paramount to increasing the number of women accessing the service.
- There is an existing position in the staffing profile but it is not meeting the growing needs of the service.

Copy of Position Description already developed for the new position is attached.

2. Affected position

Delete the Marketing and Recruitment Officer position from the current organisation structure.

Proposed BreastScreen NSW North Coast **Structure Organisational Chart**

See above chart under section *Service Description*.

Employee Assistance Program (EAP)

As times of change can be stressful, we remind staff of the Employee Assistance Program, available to you online via <http://www.login.lifeworks.com/> (enter User Name: nswlhdeap and Password: NNSWLHD lifeworks) or by telephone 1300 361 008

Indicative Consultation Process and Timetable

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| • Consultation paper provided to Health Services Union | 17/7/23 |
| • Consultation paper provided to BreastScreen NSW North Coast staff | 17/7/23 |
| • Staff comments and feedback due | 24/7/23 |
| • Notification of outcome of consultation to staff | 24/7/23 |
| • Recruitment of Engagement Strategy Manager | Late July |
| • Formal realignment of all BreastScreen NSW North Coast staff following commencement of new Manager position. | |

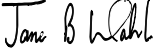
Staff Comments and Feedback

Staff are invited to provide any comments, queries or feedback to Jane Walsh on the proposed structure by 24 July 2023, via email to:

Jane.Walsh@health.nsw.gov.au

Approval

Prepared by:
Jane Walsh, Director BreastScreen NSW North Coast

Signed:  Date: _14 July 2023

Supported/Recommended by:
Katharine Duffv, Director Nursing and Midwifery

Signed:  _____ Date: __18.07.2023_____

Approved by:
Lynne Weir, Acting Chief Executive NNSWLHD

Signed: _____ Date: _____

Attachments

- Attachment 1 MARKETING AND RECRUITMENT OFFICER POSITION DESCRIPTION
- Attachment 2 ENGAGEMENT STRATEGY MANAGER POSITION DESCRIPTION