



**BALLARAT  
HOSPICE  
CARE INC.**

Home Based Palliative Care

---

<b>Position Title</b>	<b>Community Engagement Manager</b>
<b>Work Location</b>	1836 Sturt St Alfredton
<b>Employment type</b>	<b>Part-time 0.8</b>
<b>Duration</b>	<b>2 year contract</b>
<b>Position reports to</b>	Chief Executive Officer
<b>Date approved</b>	November 2019

---

### **Organisational Environment**

Ballarat Hospice Care Inc. (BHCI) is a home-based palliative care service working in the community; caring for people living with a life limiting illness and supporting their family and carers in their place of residence.

We are a team of specialist palliative care nurses, community service professionals, patient and family support volunteers and compassionate administrative staff. We work closely with GPs, local hospitals, specialist doctors and nursing services – all to meet the varying and individual needs of the people we care for including 24hr support and loan of equipment without direct cost to the patient or family. We also offer grief and bereavement support, education to carers and patients and to health and community services and community groups. We cover the Hepburn Shire, City of Ballarat, the northern end of the Golden Plains Shire and the western end of Moorabool Shire.

As an incorporated organisation we work under the Incorporations Act and hold a Service Agreement with the Department of Health and Human Services. BHCI operates a Friends of Hospice Op Shop, which is supported by volunteers and all funds raised are directed back into service provision.

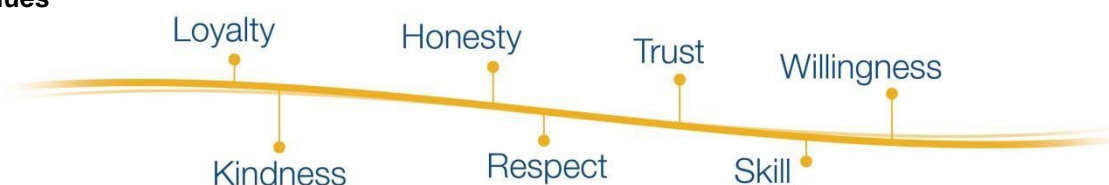
### **Vision**

To offer our community a specialist palliative care service focused on end of life issues and care

### **Mission**

Using a skilled interdisciplinary team approach, to facilitate with compassion, the provision of home-based, holistic palliative care, to anyone facing end of life issues

### **Values**



**Position Purpose** – The Community Engagement Manager is responsible for all facets of communication and engagement across all stakeholder groups and platforms. The role will be responsible for developing and implementing a strategy which informs, engages and unites internal and external stakeholders and supports high quality care to the patients and families of BHCI. This position is also responsible for leading a range of community engagement activities and for ensuring the reputation and branding of BHCI is strong, consistent and effective.

**Scope** - The manager works closely with Clinical Operations Manager and the CEO. This position reports to the CEO and has one position as a direct report (Volunteer Coordinator). The role works 4 days per week primarily Monday to Friday, with some out of hours expected for community or organisational events.

### **Key Responsibilities**

1. Demonstrate and uphold the values of BHCI through professional attributes and behaviours
2. Utilise culturally appropriate intervention strategies for all patients and families including those with CALD, Indigenous, LGBTI background and vulnerable groups
3. Provide leadership in development, implementation and review of BHCI community engagement activities (potentially new areas e.g ACP and Compassionate communities)
4. Developing and maintaining collaborative partnerships and strategic relationships to effectively meet BHCI service plan objectives
5. Communications branding reputation / IT / social media
6. Oversee the development and expansion of BHCI volunteer program

### **Key Responsibility 1**

#### **Demonstrate and uphold the values of BHCI through professional attributes and behaviours**

- To embrace the mission, values and philosophy of BHCI and use these principles as the basis of work practice
- Proactively contribute to professional attributes and behaviours (please see over)
- Ensures the provision of service complies with the policies and procedures of BHCI
- Effective and efficient management of own workload to include opportunities for research and quality improvement

### **Key Responsibility 2**

#### **Utilise culturally appropriate intervention strategies for all patients and families including those with CALD, Indigenous, LGBTI background and vulnerable groups**

- Demonstrates a positive regard for diverse cultures and person centred care
- Responds to others in a non-judgmental manner
- Demonstrates awareness of the relationship between culture and health beliefs, and the relationship between culture and health seeking behaviour
- Develops effective communication and relationships with other ethno-specific providers and community groups
- Participates in education; cultural and diversity, LGBTI, aboriginal cultural safety

### **Key Responsibility 3**

#### **Provide leadership in development, implementation and review of BHCI community engagement activities**

- Building on existing programs and events to strengthen community capacity
- Oversee the development of robust and effective approaches to membership and community engagement with diverse communities, user groups and individuals to deliver of BHCI's service plan
- Lead the development of programs which enable BHCI to continue to contribute to broader community conversations, education and development (particularly end of life frameworks)
- Develop, facilitate and evaluate formal and informal consultations / forums which enhance consumer engagement
- Develop and deliver training relevant to BHCI and community engagement for a range of audiences
- Ensure that all programs overseen by this position continue to develop to meet the changing needs of our community

- Develop and implement the BHCI communications strategy
- Proactively work with the Operations team to develop and implement creative, effective campaigns to leverage, promote and support BHCI's strategic priorities and goals
- Oversee the delivery of quality internal and external events such as launches, media requests and internal engagement activities.

#### **Key Responsibility 4**

##### **Developing and maintaining collaborative partnerships and strategic relationships to effectively meet BHCI service plan objectives**

- Develop and maintain effective relationships with appropriate key stakeholders within all layers of government, with key policy makers and with local authorities to continue to position BHCI as a primary health promotion in palliative care advocate
- Establish and maintain other collaborative partnerships that assist in meeting the goals and objectives of BHCI service plan
- Utilise a research framework and methodology across all projects and activities of community development and partnerships
- Contribute to key alliances and networks that strengthen BHCI's profile and influence.
- Represent BHCI's aims and interests on key networks and committees and in public forums on palliative care related matters.

#### **Key Responsibility 5**

##### **Communications branding reputation / IT / social media**

- Ensure the BHCI brand and reputation is maintained across all internal and external communications
- Develop, deliver and evaluate communications programs which engage and inform internal and external stakeholders
- Identify new and effective digital engagement strategies and platforms to ensure the delivery of consistent, reputable and accurate content to a global audience
- Lead the development, creation and distribution of the monthly newsletter
- Lead the production and distribution of key written and electronic communication materials (internal and external) including the annual report, website, intranet, e-publications and brochures
- Identify and make applications for grants available that support community engagement and give opportunity to implement BHCI service plan.
- Manage time, resources and budget in the most effective, efficient and practical manner
- Consistently develop computer literacy to enhance communication strategies

#### **Key Responsibility 6**

##### **Oversee the development and expansion of BHCI volunteer program**

- Support the Volunteer Coordinator and oversee the Volunteer Program
- Oversee the support, management, supervision and education of volunteers

## **For all BHCI team members:**

### **Occupational Health and Safety**

- BHCI acknowledges its responsibility under the OHS Act 2004 and the OH& S Regulations 2017 to eliminate risks to health and safety in the workplace as far as is practicable. The legislation also places a duty on all employees to take responsibility for their own and others health and safety, to cooperate with management in relation to training, policies and actions to better the working environment.
- As a member of the team you are expected to consistently undertake meaningful self-care and professional self-development throughout the year.

### **Privacy and Confidentiality**

- Ensure that the business and affairs of BHCI, its patients, clients and staff remain strictly confidential and are not divulged to any third party except where required by law. Such confidentiality shall extend to the commercial and financial interests and activities of BHCI
- Agree to maintain strict confidentiality while employed by BHCI and at all times thereafter as to information regarding BHCI and client / customer data, operating procedures, client lists and financial information acquired by you during the course of your employment. At no time must information related to patient/ family or staff member be discussed with anyone other than the relevant staff member and / or care professional providing care / service.
- Awareness of the implications of the Privacy Act 2000 (Vic) and Australian Privacy Principles 2014

### **Professional Attributes and Behaviours:**

#### **A. Teamwork**

- committed to sustaining a positive and trusting team culture
- proactive contributor to the work of the team and contribute towards an interdisciplinary approach to care
- willing to work collaboratively with all team members and willing to share information with colleagues
- open and honest communication with all team members
- willing to negotiate positive outcomes with all team members
- willing to develop new skills and knowledge rapidly

#### **B. Motivation**

- demonstrates a confident, optimistic and proactive mindset
- takes ownership of own job and actively considers the consequences of their actions and the decisions they make
- demonstrates commitment to the team, is willing to share responsibility for the team's goals & objectives

#### **C. Workplace Integrity**

- demonstrate ongoing commitment to the Vision and Mission of BHCI
- preparedness to consistently undertake work in a manner which is in line with the organisation's values of loyalty, honesty, trust, skill, kindness, respect and willingness
- treating the workplace environment, other staff and contractors with respect
- dealing with confidential and sensitive information in a professional manner

#### **D. Workplace Responsibilities**

- BHCI acknowledges that its staff and volunteers have legislative responsibilities in relation to workplace rights which include, discrimination, victimisation, bullying and harassment including sexual harassment, equal opportunity, disability, family violence and or abuse and children, parents and carers

## **Key Selection Criteria**

1. Significant understanding of, and demonstrated commitment and energy for, the objectives and values of BHCI
2. Demonstrated strong values driven leadership and management style that encourages trust, positive attitudes and personal growth in staff, with a commitment to working collaboratively to achieve agreed vision and objectives
3. Demonstrated highly developed interpersonal and communication skills, including strong negotiation and consultation skills
4. Demonstrated experience in building effective and respectful relationships with a broad range of stakeholders including patients and families, volunteers, government / non-government organisations, and professional groups
5. Demonstrated experience in delivering effective community engagement activities
6. Proven ability to develop, implement and evaluate marketing and communication strategies, including the optimisation of content and channels within digital communications.
7. Demonstrated ability to write high level reports, submissions and grant applications
8. Demonstrated experience in developing and delivering training for a range of audiences and facilitating group sessions
9. Demonstrated ability to contribute to strategic service development and the achievement of service goals
10. Demonstrated ability to manage a financial budget and prepare reports for the CEO and Committee of Management
11. High level organisational skills with strong computer literacy and MS Office and data base skills

## **Qualifications and experience**

- Tertiary qualifications in a relevant discipline (related to social or community planning and development). Relevant post graduate qualifications and/or further relevant professional development highly regarded
- Cert IV in Training and Assessment
- Significant experience working within health, not for profit and community sector
- Experience working with and overseeing volunteers programs

## **Also required – current and ongoing maintenance**

- Current Police Check and Working with Children Check
- Current Driver Licence

It is expected that the Community Engagement Manager will undertake the role in a manner which is aligned to the values of the organisation and the following leadership performance criteria.

**Shapes strategic thinking**

- Proactively supports BHCI vision
- Inspires
- Leads and influences change

**Achieves results**

- Achieves and delivers results
- Promotes best practice and drives effectiveness
- Assumes accountability

**Forges relationships and engages others**

- Establishes and maintains stakeholder networks
- Communicates clearly and adapts to audience
- Promotes information sharing and values and encourages input from a broad range of stakeholders

**Exemplifies personal drive and professionalism**

- Models BHCI values
- Engages with others in a respectful and professional manner
- Promotes quality, safety and sustainability

**Drives business excellence**

- Builds team and individual capability and expertise
- Predicts and plans for future community engagement needs

**Other relevant information:**

- The CEO may amend this position description if required. Any changes will be made in consultation with the.
- Appointment will be subject to a three-month probationary period from the date of commencement and a Performance Review will occur three (3) months following, then annually considering the key roles and responsibilities and required personal and professional attributes outlined in this position description. In addition to reviewing performance (individual and work team), the meeting provides an opportunity to ensure role clarity, revise key performance activities/measures and set development objectives and goals for the year ahead.
- BHCI works within the frameworks of Safer Care Victoria (SCV) as the state's healthcare quality and safety improvement agency.
- All staff are required to be computer literate as information management system

**Staff Name** \_\_\_\_\_

**Staff Signature** \_\_\_\_\_ **Date** \_\_\_\_\_

**Manager Name** \_\_\_\_\_

**Manager Signature** \_\_\_\_\_ **Date** \_\_\_\_\_