



Job Description

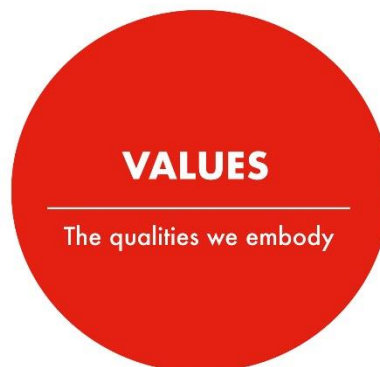
Job Title	Health Professional Education Program Coordinator
Team	Education and Engagement Team
Reports to	Education and Relationship Manager
Key internal relationships	Operations Manager, National Program Manager, Marketing and Communications Coordinator, ICT Manager
Key external relationships	Professional peak bodies, contractors, health professionals
Direct Reports	Nil
Date Created	Aug 2020
Salary	Negotiable – depending on experience. Access to salary sacrifice and meal/entertainment benefits.
Award	Common law contract – Modern Award
Term	Fixed-term contract until June 2023
Location	Melbourne

About Us

The Macular Disease Foundation Australia (MDFA) is a national for purpose organization. Its purpose is to reduce the incidence and impact of macular disease – the leading cause of legal blindness and severe vision loss in Australia. MDFA is in the process of transformation and growth and expand its reach to benefit more Australians living with or at risk of eye diseases that affect the macula.



Our purpose is to reduce the incidence and impact of macular disease.



Passion for making a positive **impact** for our community.

Trust: our work is rigorous and evidence-based.

Courage: we face our challenges and the unknown with courage and embrace innovation.

Collaboration: we value collaboration for collective impact.

Empowerment: our strengths based approach empower our community to live optimally with macular disease.



We assume the best of each other and trust in our words and actions.

We act with integrity and treat everyone with respect and dignity.

We embrace diversity and promote inclusion.

We communicate transparently and debate openly.

We pursue disruptive and innovative solutions for our community.

Role summary:

The Health Professional Education Program Coordinator is responsible for coordinating the newly funded national health professional education program under the direction of the Project Leadership Team. The objective of this program is to deliver a nationally consistent education program to increase health professionals' awareness and knowledge of macular disease to assist them to deliver early diagnosis and interventions to patients. They will be a key liaison with the MDFA led consortium and other stakeholders to deliver the program.

Key responsibilities, functions and KPIs:

Key Responsibilities	Core Functions	What Success Looks Like
<i>Relationship Coordination</i>	<ul style="list-style-type: none">• Liaise and nurture positive working relationships with consortium stakeholders and other complementary agencies who can contribute to meeting the program objectives.• Record all key decisions with consortium stakeholders and engagement in the Raisers Edge database and other shared platforms.• Work with the Comms Team disseminate regular e-communications update on program initiatives and performance, success/patient case studies plus any relevant information that may assist stakeholders in co-delivery of the program.	<p>Stakeholders rate MDFA's program as professional and relevant and timely communication as excellent.</p> <p>Demonstrated ability to keep project responsibilities on track.</p>
<i>Planning & Research</i>	<ul style="list-style-type: none">• Map and record consortium stakeholder education platforms and data collection capabilities to inform evaluation framework and collection/reporting methodology.• Map consortium stakeholders' education program schedules and negotiate calendar of education events to inform annual implementation and dissemination plans.• Map key referral platforms.• Coordinate update of referral pathways for management of patients with macular disease to enhance collaborative care.	<p>Clear mapping is completed and informs implementation plan.</p> <p>Implementation and evaluation plan with delivery calendar in place – supported by consortium stakeholders and approved by funding body.</p>

	<ul style="list-style-type: none"> • Map best communication channels with stakeholder members or mechanisms to build MDFA's health care professional database. • Investigate and recommend suitable patient/customer resources for consortium membership to disseminate to promote eye exams and appropriate pathways (e.g. Check My Macula quiz/Amsler Grids, fliers) 	
<i>Education Content Coordination</i>	<ul style="list-style-type: none"> • Under direction, engage with specialist researchers and subject matter experts to refine existing and develop new clinical content. • Liaise with consortium stakeholders to co-develop and test content that is evidence-based and scientifically rigorous and relevant to each health professional group & available dissemination channels. • Under direction, engage with specialist agencies to translate education content into innovate, best practice learning modules/formats to suit different and preferred delivery models of consortium stakeholders. 	Education and training programs developed for each health professional type are of high quality, meet national training standards and content is accurate and clinically approved by Medical Committee.
<i>Program Promotion and Implementation</i>	<ul style="list-style-type: none"> • Schedule delivery of education modules on each health professional group's continuing professional development (CPD) platform. • Identify & schedule alternative education delivery modes where required. • Disseminate tailored key messages with each stakeholder appropriate to their membership base. • Work with the comms team in promotion of education and training program and resources via multiple channels and in collaboration with each consortium stakeholder and in accordance with the comms plan. • Identify key health professional conferences and negotiate exhibition and speaking opportunities as part of conference program. 	Numbers of participants as a percentage of each stakeholder membership incrementally and materially increases over program life cycle. Feedback and evaluation results demonstrate that the content is highly valued and has improved health professionals' understanding of macular disease.
<i>Optimise referrals from Health Professionals</i>	<ul style="list-style-type: none"> • Work with consortium members and internal stakeholders to ensure HCP resource ordering and referral pathways are in place. 	Referrals are tracked, monitored, and reported to measure activity against program objectives.

<i>Promotion of MDFA Value Proposition</i>	<ul style="list-style-type: none"> In implementation and promotion of this program, ensure MDFA's value proposition is communicated in all correspondence and education materials. 	Evaluation from stakeholders demonstrate improved understanding of MDFA's role and value proposition.
<i>Program reporting</i>	<ul style="list-style-type: none"> Ensure all data relevant for reporting purposes and for program evaluation is collected, stored and used for analysis and reporting purposes. Coordinate governance group forums, minutes, and communications. 	<p>Data is accurate and current.</p> <p>MDFA and its consortium partners fulfill contract obligations.</p>
<i>Other Duties/Projects as Determined by the CEO or Education and Relationship Manager</i>	<ul style="list-style-type: none"> Work in collaboration with the Education and Relationships Manager or CEO on special projects when needed. 	Demonstratable flexibility and agility to embrace new challenges.
Note duties may change in line with business needs.		

Selection criteria:

Essential requirements

- At least 3 years' experience in a similar position in health education – ideally in eye health.
- Proven success in complex program or project coordination experience including evaluation, risk management and reporting.
- Demonstrated understanding of professional continuing education and education program design.
- Strong interpersonal, verbal, and written communication skills.
- Excellent coordination skills and knowledge of project management principles.
- Proven ability to build effective stakeholder relationships with, external suppliers, and clinical experts.
- Strong analytical skills and ability to produce and interpret statistics and reports.

Desirable requirements

- Relevant academic qualifications – such as optometry, orthoptics or vision science.
- Experience in the development and delivery of education to health professionals.

Note

To be considered for this position, applicants need to demonstrate they meet national police check and working with vulnerable people requirements.

Attachments on request

- Health Professional Education and Training Program Governance Structure
- Health Professional Education and Training Program – Program Logic Map