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| Position Title: National Community Engagement Lead | Entity: ILA |
| Reports to: TBC | No of Direct Reports: TBC |
| Job Level: Tier – Professional | Location: ILA is based in Osborne Park WA. Location of successful candidate is negotiable – Perth or interstate |
| Position Requirements | |
| <p>Primary Purpose</p> <p>ILA’s Ageing Well, initiative provides older people with early access to strategies and low risk assistive technology to help them stay healthier for longer. This support’s them to remain living at home for longer and prevent premature access to aged care services and supports. ILA has developed a digital suite of solutions including a website and screening tool app as key aspects of the initiative.</p> <p>The National Community Engagement Lead is responsible for co-developing and implementing a strategy that aims to drive awareness, take up and ongoing use of the digital suite through grass roots community activities across Australia.</p> <p>The role will involve building and managing relationships with key national stakeholders and utilising a range of marketing and campaign strategies to increase engagement with the target audience.</p> | |
| <p>Key Accountabilities/Responsibilities</p> <p><u>Health Safety Wellbeing & Environment</u></p> <ul style="list-style-type: none"> • Demonstrate leadership in, role model and comply with all health, safety and hygiene policies, systems, and OH&S legislation to maintain an appropriate working environment • Ensure all incidents, accidents, injuries, hazards, or property damage are reported and managed. Identify and implement safety improvements working collaboratively with the Work Health and Safety program. • Contribute to developing and nurturing a culture that supports wellbeing. <p><u>Functional</u></p> <ul style="list-style-type: none"> • Co-develop and lead implementation of the community engagement strategy plan for the Ageing Well digital suite of solutions using project management methodology and contemporary health promotion strategies. • Lead and support a team of Community Engagement Professionals to promote the digital suite of solutions on how they support ageing well principals through implementing, community level activities, engaging change agents and ambassadors and partnering with local government, key organisations and other identified interest groups. • Ensure and promote a strong digital presence, including across social media. • Have an in-depth knowledge of the suite of solutions, their application and keep abreast of updates and changes to them. • Identify key stakeholders nationally, establish working relationships, and develop a portfolio of national partners. • Incorporate codesign across all stakeholder engagement and community activation, ensuring quality user experiences across the strategy. • Manage communication of progress/status within the core team (internal and external) and escalate issues, as necessary. Remove roadblocks, present solutions, and keep processes running on time and within budget utilising ILA’s project management methodologies. • Build and manage internal and external working relationships, including in a primarily digital environment. Profile, target and engage stakeholders, identifying opportunities for collaboration and influencing their decision-making. • Evaluate the effectiveness of the community engagement strategy and continually seek ways to strengthen the strategy. • Actively participate as a member of the Community and Sector Development self-managed team. • Maintain CRM records in relations to all engagement activities. <p><u>Strategic</u></p> <ul style="list-style-type: none"> • Maintain a strong network across the industry and relationships with suppliers, regulators, customers, and other external stakeholders | |

- Contribute to the Group’s overall long-term strategy and annual business plans (i.e. think strategically about the group and the organisation) and enhancing long term organisational sustainability
- Contribute to, and demonstrate by example, the vision, mission, and values
- Lead, participate and/or engage in all activities that relate to Group strategic initiatives and key issues
- Identify and implement improvement opportunities within the Group and participate in continuous improvement of the wider organisation by recommending sensible changes and communicating issues that may affect the organisation

People & Culture

- Participate actively, and work closely and constructively, with colleagues in the leadership team to deliver integrated business outcomes
- Ensure cultural optimisation through engaging in fit-for-purpose cultural programs and embedding these within the Group
- Role model positive leadership to employees
- Respect and value the diversity of the workforce by helping to prevent and eliminate discrimination in the workplace
- Manage resource requirements to ensure appropriate coverage within approved budget

Budgeting & Administration

- Develop, manage, and report on functions of responsibility and activity based KPI’s
- Ensure delivery of services and support within agreed budgets
- Ensure all operational and administrative processes are undertaken in accordance with established policies and procedures
- Ensure all documentation and associated processes are maintained and accessible in appropriate formats and designated locations

Key Performance Indicators & Measures

Indicators of effective performance in the position – i.e. Factors relating to output, quality, efficiency, safety. KPI’s are to be SMART and specifically measurable. They are identified in the Performance & Development Review (P&DR) to be specific to the individual teams and the position in a specified point in time. Refer to the Performance & Development Review Form.

Key Relationships

Key positions or groups (internal or external) with whom the individual will interact to perform the work of the position.

Internal

- Self-managed Community and Sector Development Team
- General Manager
- Leadership team
- All other teams in the organisation

External

- Government representatives and departments (in particular local)
- Consultants and advisors, peak bodies
- Suppliers, vendors, and enterprises
- Community care customers and families
- Corporate customers, sector peers/competitors

Key Behaviours

Behavioural competencies or ‘behaviours’ are effectively attributes we display as we carry out our work, and ‘how’. Below identifies those KEY behaviours (6-9 key to the role) integral to the success of this position and the organisation. Delete Strategic or leadership behaviours if not applicable for the role..

Leadership Behaviours

| | | | |
|----------------------------------------------------------|------------------------------------------------------------------|--------------------------------------------------------------|-----------------------------------------------------------|
| Developing Others <input checked="" type="checkbox"/> | Building Customer Loyalty <input checked="" type="checkbox"/> | Building Partnerships <input checked="" type="checkbox"/> | Project Management <input checked="" type="checkbox"/> |
|----------------------------------------------------------|------------------------------------------------------------------|--------------------------------------------------------------|-----------------------------------------------------------|

Operational Behaviours

| | | | |
|----------------------------------------------------------------|----------------------------------------------------------|-------------------------------------------------------|-----------------------------------------------------------|
| Demonstrates Initiative <input checked="" type="checkbox"/> | Marketing & Comms <input checked="" type="checkbox"/> | Building Trust <input checked="" type="checkbox"/> | Gaining Commitment <input checked="" type="checkbox"/> |
| Results Focused <input checked="" type="checkbox"/> | Teamwork <input checked="" type="checkbox"/> | Teamwork <input checked="" type="checkbox"/> | |

| General Assessed | | | | | |
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| Impact | Technical / Professional Knowledge | | Job Fit | Organisational Fit | |
| Personal Requirements | | | | | |
| <p>Knowledge & Skills (Social, Personal & Technical) & Equipment</p> <p><i>The knowledge necessary to effectively perform in the position. Specific skills or equipment that the person needs to be able to use. Personal attributes/qualities that are important to the success of this position</i></p> <ul style="list-style-type: none"> • Demonstrated knowledge and experience in project management and health promotion. • Demonstrated experience in targeting and engagement of key stakeholders with the ability to identify opportunities for collaboration and influencing their decision-making. • Advanced written communication skills with previous experience in developing/co-developing an engagement plan/strategy and reporting to stakeholders • Demonstrated Knowledge of principles and processes for effectively building and managing internal and external working relationships, including in a primarily digital environment and experience in building and managing these relationships. • Demonstrated experience managing a team. Experience managing a team remotely, desirable (but not essential) • Sound ICT skills including Microsoft office suite and experience using databases/Customer Relationship Management (CRM) systems and other digital platforms • Ability to liaise with senior leaders and key stakeholders both internally and externally • Ability to think and act strategically, exercising sound judgement • Exposure to project management software (desirable, not essential) | | | | | |
| <p>Work Experience</p> <p><i>The type and extent of previous work experience that is necessary to perform in the position</i></p> <ul style="list-style-type: none"> • Role/s in similar position and/or industry, with exposure to most functional areas encompassed by this role • Project management experience desirable | | | | | |
| Clearances, Licences or Registrations | | | | | |
| Police Check <input checked="" type="checkbox"/> | WWC <input type="checkbox"/> | AHPRA <input type="checkbox"/> | NCCHC <input type="checkbox"/> | Drivers Licence <input checked="" type="checkbox"/> | Other (specify) <input type="checkbox"/> |
| <p>Qualifications</p> <p>Bachelor level degree in health promotion, community development, community relations, social work, marketing, public relations, communications or a related discipline (or) significant relevant industry and positional experience</p> | | | | | |
| <p>Extent of Authority</p> <p>Authority to act within the scope of your position to perform the objectives and requirements of your position as identified within this Position Description and as directed by your Leader. The extent of the authority may alter from time-to-time at the direction of your Leader.</p> | | | | | |
| Prepared and approved By: Kristy Harper Sarah Easton Approved by : Lisa Karabin | | | Position: Innovation and Growth Manager Acting Community and Sector Development Manager People & Culture Manager | | |
| Date Created: 08/09/2021 Updated 24/9/2021 | | | Related Documents: PD Work Instructions, Behaviours Guide | | |
| <p>Risk Assessed Role (NDIS Worker Screening Check) Yes <input type="checkbox"/> No <input checked="" type="checkbox"/></p> <p>Risk Assessed Criteria: Does not meet any risk-assessed criteria</p> <p>Date the role was assessed: 14/09/2021</p> <p>Assessed By (Name of Manager): Lisa Karabin, People & Culture Manager</p> | | | | | |