



Position Description

**Executive Manager, Partnerships &
Engagement**

Healthy people,
Healthy communities

phn
HUNTER NEW ENGLAND
AND CENTRAL COAST

An Australian Government Initiative

Position Title:	Executive Manager Partnerships & Engagement
Location:	Location Flexible – Erina, Newcastle, Tamworth or Armidale
Reporting to:	Chief Executive Officer
Direct Reports:	Business Development Manager Marketing and Engagement Manager Manager, Professional Development and Continuing Education Manager, Disaster and Emergency Coordination
Position Classification	Award-free – Unclassified

Purpose of role

The purpose of this role is to support the PHN's goal of improving health outcomes for people living in the Hunter New England and Central Coast regions.

This position provides leadership for the Partnerships & Engagement Portfolio, which includes strategic development and operational delivery linked to the PHN Strategic Plan, execution of an action plan on time and within budget and motivating and building an effective team. It includes executive leadership of the organisation's partnership development and engagement strategies.

The Portfolio is responsible for Business Development, Marketing, Engagement & Communications, Public Relations, Continuing Professional Development Education and Emergency & Disaster Response across the PHN.

The position reports to the Chief Executive Officer and works collaboratively with other Executive team members toward achieving the vision and purpose of the PHN. The position will report and provide regular leadership, feedback and reports to the CEO and Board on strategic, financial and operational matters.

Each Executive Manager position carries strategic portfolio responsibilities across the PHN. Additionally, each Executive Manager carries defined day-to-day operational management responsibility for staff working with their allocated communities within the PHN region.

Key responsibilities

Strategy and Leadership

- Lead the organisation-wide engagement strategy formulation and planning.
- Lead and deliver strategic, philanthropic and commercial partnerships, including identification and development of new partners, and effective implementation of existing partnerships.
- Lead and demonstrate the PHN's income diversification that serves to increase access to primary care services for communities within the HNECC region.
- Effectively work with the PHN Board, Executive, portfolios and teams across the PHN to incorporate, enhance and complement the breadth of engagement activities.
- Demonstrate the meaning of the PHN values through own behaviour - Respect, Innovation, Accountability, Integrity, Cooperation and Recognition.
- Provide leadership and direction to staff within the Portfolio and ensure that they understand the goals and direction of the PHN and what their part in achieving those goals is.
- Coach and develop staff to help them to achieve their role objectives and career goals by providing regular coaching and two-way feedback.

- Coach, support and develop managers to help them to understand and effectively manage budgets, forecasts and financial management processes in their area of responsibility.

CPD Education

- Strategically manage the delivery of high-quality and evidence-based professional development and continuing education programs that align with strategic priorities across the PHN region.
- Ensure the balanced and timely delivery of a multi-modal CPD offer that supports professional development and continuing education for a wide range of professional and non-professional stakeholder.
- Provide direction for provider education strategies for the PHN, including working closely with clinicians, service providers, local health districts and tertiary education organisations.
- Effectively work with the Executive and PHN teams to support strong prioritisation and provision of CPD education.

Emergency & Disaster Response

- Strategically manage the PHN's efforts to ensure urgent access to, and coordination of, primary health care services in the event a natural disaster or emergency (noting the PHNs role in disaster response within the NSW Health Services Functional Area Supporting Plan (2024))
- Lead and direct the PHN's planning for and support in the event of and following disasters and emergencies to ensure rapid re-establishment of general practice, pharmacy, allied health, and dental, where these services have been disrupted, is critical to community functioning and recovery.
- Ensure the enhancement of the PHN's disaster and emergency management maturity including evaluation of provider preparedness and response capabilities.
- Ensure there are key relationships with emergency response and combat agencies to ensure that a primary care perspective is considered in their planning.
- Collaborate with internal stakeholders to develop the preparedness for response to natural disasters and emergencies.
- Contribute appropriate information for reporting of Annual Activity Work Plans and scheduled reporting to the Department of Health, including the review and development as necessary of key performance indicators for inclusion in the relevant program schedules.
- Lead the Emergency Operations Centre response.

Business Development

- Strategically manage the implementation of the PHN's Diversified Funding Framework to be viewed as a leader amongst PHNs in income diversification and business development.
- Partner with community members, philanthropists, private organisations or governments to ensure additional funds and resources are secured for greater growth and impact in primary care.
- Instil, encourage and create a strong culture of income diversification and raising funds, within the PHN's definition of the term and related activities, across the PHN including at the Board level.
- Strategically manage the PHN diversified funding program to be self-sustaining with a diverse range of active supporters/contributors and have a strong five-year pipeline of diverse income sources.
- Ensure the attainment sponsorships for the Primary Care Quality and Innovation Awards and other purposes as needed.

Marketing, Engagement, Communications and PR

- Lead and direct the Marketing, Engagement, Communications and Public Relations strategic objectives and ensure operational delivery.
- Work across PHN teams to encourage and create a culture of engagement throughout the organisation.

- Lead the development and ensure implementation of a stakeholder engagement framework, strategy, and plan, taking into consideration the existing stakeholder engagement framework.
- Ensure the development of a brand awareness strategy and appropriate baseline engagement measures.
- Demonstrate the improvement of key stakeholder engagement with the PHN.
- Demonstrate the measurement of customer satisfaction and engagement with PHN programs.
- Ensure the operations and management of the PHN Strategic Engagement Advisory Groups and related strategic engagement activities and events.
- Lead the organisation and delivery of the annual Primary Care Quality and Innovation Awards event.
- Identify opportunities to increase PHN engagement and the PHN profile.

Innovation

- Lead and direct monitoring and reporting on innovation delivery.
- Develop and measure a culture of innovation in the PHN.
- Develop and deliver initiatives to support, share and celebrate primary care innovation.

Work Health and Safety

While at work, a worker must:

- Take reasonable care of their own health and safety and take reasonable care that their acts or omissions do not adversely affect the health and safety of other persons
- Comply so far as the worker is reasonably able, with any reasonable instruction by management and comply with the PHN policies and procedures relating to health and safety
- Proactively addressing any issues that may adversely affect the health and safety of any persons at the PHN.
- Advocate, support and ensure compliance with the PHN's Work Health and Safety Program by providing positive leadership, direction, resources and support for the WHS program, and encouraging a culture of cooperation and consultation and responsibilities across the PHN community to ensure a safe and healthy workplace. This includes acquiring and keeping up to date knowledge of WHS matters in relation to the business.

VALUES	
Respect	We listen to and value the perspectives of others and use them to inform and strengthen everything we do.
Innovation	We invest in environments that create new and better ways to improve the health system so that people stay well and out of hospital.
Accountability	We keep our promises, take ownership to get things done and continually improve. When things go wrong, we interact constructively to find solutions.
Integrity	We employ the highest ethical standards demonstrating honesty, transparency, open communication and fairness in every action that we take.
Cooperation	We work with others towards common goals, encouraging collaboration, support and compassion.
Recognition	We will acknowledge and share individual and team achievements and successes.

Selection Criteria

Applicants must address the Selection Criteria (ALL within **Essential and desirable only**) and consider the focus capabilities in demonstration.

	Personal Attributes	<ul style="list-style-type: none"> • Display resilience and courage (Highly advanced) • Act with integrity (Highly advanced) - <i>Monitor ethical practices, standards and systems and reinforce their use.</i> • Manage self (Highly advanced) • Value Diversity (Highly advanced)
	Relationships	<ul style="list-style-type: none"> • Build strong and sustainable relationships (Highly advanced) - <i>Liaise with senior stakeholders on key issues and provide expert and influential advice.</i> • Communicates effectively (Highly advanced) • Work collaboratively (Highly advanced) • Influence and negotiate (Highly advanced)
	Results	<ul style="list-style-type: none"> • Deliver results (Highly advanced) • Plan and prioritise (Highly advanced) – <i>Understand the organisation’s current and potential future role within government and the community, and plan appropriately.</i> • Think and solve problems (Highly advanced) • Demonstrate accountability (Highly advanced)
	Business Enablers	<ul style="list-style-type: none"> • Finance (advanced) • Technology (advanced) • Procurement and contract management (Highly advanced) • Project management (Highly advanced) – <i>obtain the commitment of key stakeholders to major project strategies, including cross-organisational initiatives, and ensure ongoing communication.</i>
	People Management (if applicable)	<ul style="list-style-type: none"> • Manage and Develop People (Highly advanced) • Inspire direction and purpose (Highly advanced) - <i>Champion the organisational vision and strategy and communicate the way forward.</i> • Optimise business outcomes (highly advanced) • Manage Change (Highly advanced)
	Essential Criteria	<ul style="list-style-type: none"> • Tertiary qualification in business or related field • Proven knowledge and experience in stakeholder relationship management and partnership development • Excellent communication and interpersonal skills, with the ability to influence and engage stakeholders at all levels. • Effectively lead and manage teams, including developing teams characterised by open discussion, teamwork, positive morale and a focus on results • Demonstrated ability in successfully developing proposals for new projects and funding submissions • Demonstrated ability in developing proposals for new projects, or funding submissions. • High level communication and presentation skills, including an ability to write clearly and succinctly for various audiences.
	Desirable Criteria	<ul style="list-style-type: none"> • Experience with or knowledge of Not for Profit entities. • Sound understanding of general practice and primary health care systems in Australia. • Sound understanding of the current health reform agenda.

Special conditions

If applicable include special conditions such as but not limited to:

- Some out of hours work on evenings and weekends will be required (e.g. attendance at community forums or meetings or in emergency & disaster response situations) for which flexible working hours may be negotiated with manager. In the event of large scale and catastrophic disaster events this role will be required to be available.
- Work related travel & overnight stays across the Central Coast, Hunter and New England regions will be required in order to undertake this role. The use of teleconferencing and video conferencing is available, however these modes of communication may not always fit the purpose of the role.
- Regular travel required including overnight travel

Appointment pre-requisites

Include all checks that must be complete before employment can commence. Delete if not applicable to specific role

- Verification of current NSW drivers licence
- National Police Check
- Certification of tertiary qualifications and professional memberships
- Evidence of access to a comprehensively insured motor vehicle
- COVID-19 Vaccination records

Acceptance of Position

I hereby accept the position as outlined in the above points and agree to abide by the PHN values, policies and procedures.

I understand this Position Description is designed to provide a guide to the responsibilities and activities to be undertaken in this position. This is not intended to be an exhaustive list and is not exclusive of additional responsibilities as elements may vary from time to time.

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Signature

Date

Document Management			
Manager:	Richard Nankervis	Date:	26 November 2024
HR Review:	Ashleigh Kennewell	Date:	26 November 2024
Executive Approver:	Richard Nankervis	Date:	26 November 2024