



POSITION DESCRIPTION

July 2018

Position	Director, Strategy, Advocacy and Community Engagement
Program Stream	Strategy, Advocacy and Community Engagement
Exemption	VCAT Exemption No. H119/2017(subject to Equal Opportunity Act 2010)
Reports to	Chief Executive Officer, Women's Health West
EA 2017 Classification	Contract
Located	Women's Health West, 317-319 Barkly Street, Footscray Vic 3011

Organisational Context

Women's Health West (WHW) is the women's health service for the western metropolitan region of Melbourne. We focus on supporting women and their children to lead safe and healthy lives and on changing the conditions that cause and maintain inequity and injustice. We do this through two main complementary programs. Our health promotion program plans and implements activities designed to promote women's health, safety and wellbeing across the areas of sexual and reproductive health, mental health and the prevention of violence and discrimination. Our integrated family violence service provides a range of programs to women and children who experience family violence including court support, crisis housing and case management. We also provide services designed to promote healing and recovery such as women's and children's counselling. We work collaboratively with communities, government and local agencies to influence public policy or change legislation, to improve access to services and resources, and to build individual, community and organisational capacity to improve the status of women. WHW is funded by local, state and federal government grants, and receives additional funding from benevolent trusts and philanthropic organisations.

Position Purpose

The Director, Strategy, Advocacy and Community Engagement (SACE) is a member of the executive team at WHW and reports directly to the CEO. This position supervises two managers (health promotion and communications) and a Team Leader Evaluation and Policy. Drawing on sound leadership and high-level communication skills, this pivotal role is responsible for strategically positioning WHW as a collaborative and influential organisation focused on improving the health, safety and wellbeing of women in the western metropolitan region. The director takes a lead role in developing strategic partnerships and advocating for measures that work to redress the gendered and structural inequities that impact on health and limit the lives of women, children and young people. The director plays a key role in developing the capacity of WHW to operate effectively and has overall responsibility for the development and delivery of high quality, evidence-based health promotion programs and primary prevention initiatives. This position is also responsible for leading a range of community engagement activities and for ensuring the reputation and branding of the WHW is strong, consistent and effective. The director is expected to play a lead role in ensuring the organisation's vision, goals and annual priorities are promoted and achieved, and that WHW achieves long-term growth and sustainability.

Key Result Areas and Responsibilities

Take a lead role in developing and maintaining collaborative partnerships and strategic relationships that work to redress the gendered and structural inequities that limit the lives of women and children.

- Develop and maintain effective relationships and a strong profile across all layers of government, with key policy makers and with local authorities to effectively position WHW as a primary health promotion advocate.
- Take a lead role in regional partnerships to implement long-term strategies across a range of settings and sectors that generate and maintain social and culture change required to achieve improved sexual and reproductive health and mental health for women, and safety from violence against women.
- Provide strategic leadership in consolidating, embedding and further strengthening the integration of health promotion programs in Melbourne's west.
- Establish and maintain other collaborative partnerships that assist in meeting the goals and objectives of WHW and enhance program planning and delivery within the region.
- Contribute to key alliances and networks that strengthen WHW's profile and influence.
- Represent WHW aims and interests on key health promotion networks and committees and in public forums on women's health and wellbeing.
- Performance of other duties as required that are within the range of the employee's skills, competency and training.

Take a lead role in advocating for women's health, safety and wellbeing in the western metropolitan region.

- Oversee the development and implementation of the WHW advocacy plan.
- Exercise effective representation, strategic communication and advocacy through the media on women's health, safety and wellbeing.
- Optimise opportunities to influence the direction of current and future health promotion strategies for women and girls.
- Engage with policy and funding bodies and other strategic partners to advocate for actions and initiatives that promote women's health, safety and wellbeing in the western metropolitan region.
- Coordinate responses to public policy debates, state and national inquiries and law reform efforts of relevance to women's health, safety and wellbeing in the west.
- Review and comment on public policy, political frameworks and documents relevant to women's health, safety and wellbeing.

Provide strategic leadership in shaping the future direction and developing the capacity of Women's Health West to operate effectively, enhancing the long-term sustainability of its work.

- Contribute to WHW's strategic planning and undertake activities as described in WHW's strategic plan.
- Maintain awareness of and provide recommendations regarding the changing external environment, and identify risks and opportunities for the future to support WHW's ability to achieve growth and sustainability.
- Provide high-level proactive and timely public policy advice and analysis to the CEO, senior leadership team and the WHW board on emerging topics and trends, including key sector reform policies and related requirements.
- Collaborate with the Director, Integrated Family Violence Services to identify current and emerging trends in SACE that impact on her areas of responsibility and support appropriate knowledge transfer and translation into her portfolio.

- Collaborate with WHW colleagues to identify current and emerging trends that impact on their areas of responsibility and support appropriate knowledge transfer and translation into their programs, projects and services.
- Lead the research activities of WHW through the engagement of and collaboration with academic, policy development and data collection organisations.
- Advise on research design and implementation, and produce high quality reports, briefs and presentations to support WHW's strategic goals and priorities.

Oversee the development and delivery of high quality, evidence-based health promotion programs and primary prevention initiatives that reflect the organisation's strategic direction and core values.

- Drive the development of the four-year integrated health promotion plan and annual operational health promotion plans in tandem with the health promotion manager to achieve the goals and objectives of WHW's strategic plan.
- Have high-level oversight for the development and review of an integrated range of health promotion programs and services by ensuring that sound service delivery systems, processes and practice policies are in place, and implement changes when policy and practice require improvement.
- Provide oversight of the integrated health promotion budget in line with program goals and agreed targets, and ensure sound financial management so that all financial reporting obligations and budgetary goals are met, and sustainability and appropriate development of programs achieved.
- Pursue opportunities for project funding that enhance the capacity of WHW to meet its strategic goals.
- Provide leadership in ensuring programs and services are compliant with key organisational, legislative and funding body standards and requirements, including data collection.

Provide strategic leadership in the development, implementation and review of WHW's community engagement activities.

- Oversee the development of robust and effective approaches to membership and community engagement with diverse communities, user groups and individuals that acknowledge and value women's diverse strengths, experiences and goals.
- Ensure that all programs overseen by this position continue to develop to meet the changing needs of our community.
- Oversee the development and implementation of the WHW communications strategy.
- Proactively work with the WHW communications team to develop and implement creative, effective campaigns to leverage, promote and support WHW's strategic priorities and goals.
- Oversee the production and distribution of key written and electronic communication materials (internal and external) including the annual report, website, intranet, e-publications and brochures.
- Oversee the management of events including the annual general meeting, program launches and high-level organisational events.

Provide effective human resource management for the SACE senior leadership team, fostering a collaborative culture in line with organisational values, building workforce capability and undertaking succession planning for a sustainable organisation.

- Have responsibility for the recruitment and induction of the Team Leader Evaluation and Policy, and of the SACE senior leadership team, who are each accountable for the development and implementation of the integrated health promotion plan as it relates to their program area.

- Engage in and provide regular supervision tailored to the needs of the Team Leader Evaluation and Policy and each member of the SACE senior leadership team, to support their ability to deliver activities consistent with the goals and values of WHW.
- Facilitate regular SACE senior leadership team meetings to support the development of the team and their ability to provide efficient and effective programs and services.
- Undertake annual performance development and action planning, and engage in regular reviews of the SACE leadership team to encourage development of responsive program delivery.
- Identify personal and professional development opportunities arising from the annual appraisal process.
- Monitor SACE leadership team and Team Leader Evaluation and Policy leave entitlements, including sick leave, annual leave, flexitime and TIL.
- Ensure any concerns about staff performance and/or behaviour are dealt with in a timely manner, supporting staff to improve performance and/or resolve any concerns.
- Role model respectful and professional behaviour within the work environment at all times displaying leadership, initiative, openness, honesty, genuineness and transparency.

Provide effective leadership to ensure collaboration and integration across and between WHW programs and services to achieve organisational goals and objectives.

- Play a leadership role in stream, leadership and staff meetings and planning days.
- Oversee the development and implementation of organisation-wide strategies and plans to enhance WHW's reciprocal engagement with our clients and communities, including the client and community participation plan, the reconciliation action plan and the feminist audit tool.
- Build, lead and actively participate in cross-stream mechanisms including professional development, relevant committees and events, designed to facilitate links within and between the SACE stream and the whole organisation, ensuring that collaboration is embedded in all aspects of WHW's operations.
- Actively work to progress organisational continuous quality improvement and risk management frameworks.
- Lead and engage in activities and behaviours that actively promote the development of a positive organisational and workplace culture in line with the principles of the organisation and the expectations of WHW's strategic plan.

Key Selection Criteria

1. Tertiary qualifications in public health, public policy, community development or a related discipline, with post-graduate qualifications in these areas highly regarded.
2. Extensive leadership experience and understanding of actions required to redress the social determinants of women's health and safety.
3. Demonstrated understanding of health, government and academic sectors and experience in the development and implementation of strategic initiatives and frameworks.
4. Demonstrated understanding and working knowledge of government policies as they relate to health and community services, and an aptitude for influencing public policy debates and initiatives.
5. Exceptional skills in stakeholder management and the ability to develop effective and collaborative working relationships, and liaise and negotiate with a variety of organisations, interest groups and individuals.
6. Ethics, integrity and excellent interpersonal and high-level communication skills that support the capacity to lead, inspire and develop staff, and promote and represent WHW.

7. Effective program management experience, including the development and monitoring of standards and budgets.
8. Demonstrated commitment to the provision of high quality programs, feminist policy and practice, and a culture of respect, collaboration and continuous learning.
9. Significant demonstrated experience in supervising and leading teams for the successful achievement of program goals and tasks.
10. Demonstrated experience in delivering effective community engagement activities and in managing an organisation's public relations.
11. Highly developed conceptual and analytical skills coupled with the ability to write high-level reports and submissions, and provide clear and succinct presentations.
12. Sound computer skills including use of data base applications.

PERFORMANCE MONITORING

An initial review of performance will be undertaken within **six months** of commencement, as per WHW's probationary policy and procedure. Annual appraisals and support for development will relate to the key result areas above.

REVIEW OF POSITION DESCRIPTION

This position description will be reviewed **biennially** as part of the annual appraisal process, when the position becomes vacant, or as deemed necessary.

ADDITIONAL INFORMATION ABOUT WHW

1. Aboriginal and Torres Strait Islander people, and those who speak languages other than English are encouraged to apply.
2. Employment is subject to the satisfactory completion of a national Police Record Check and, where required, a Working with Children Check. An international police check is also required if you have lived or worked overseas for more than 12 months in the last 10 years.
3. In the context of work health and safety, all employees are required to carry out their duties in a manner that does not adversely affect their own health and safety or that of others. All incidents and injuries must be reported and staff must co-operate with any measures introduced in the workplace to improve WH&S

FURTHER INFORMATION

If you have specific queries about this position, please contact the Chief Executive Officer on 9689 9588.

To apply for this position, please send your written application responding to the key result areas and key selection criteria marked 'Confidential' to the address below. References may be requested from those short-listed for the position.

Recruitment
Women's Health West
317-319 Barkly Street
FOOTSCRAY VIC 3011
recruitment@whwest.org.au