

POSITION DESCRIPTION

Position: Primary Care Engagement Manager (PREV.152)
Reports To: Cancer Screening Senior Manager
Classification: Band F

CANCER COUNCIL VICTORIA

Every year, more than 35,500 Victorians will be diagnosed with cancer, and nearly 11,000 will die from cancer. The number of cases will increase as our population grows and ages. Survival will also improve as we get better at [early detection](#) and [treatment of cancer](#).

Since our establishment in 1936, [Cancer Council Victoria](#) has developed an international reputation for our innovative work in [cancer research](#), [prevention](#) and [support](#). As an independent, not-for-profit organisation, we play a leading role in reducing the impact of all cancers on all people.

Our people work and volunteer at Cancer Council Victoria to contribute to an organisation that makes a real difference in people's lives and is valued by the community we serve. In return we are proud to foster a culture that supports individuals to reach their full potential, in an environment that reflects our values of **Excellence, Integrity and Compassion**.

DIVISION / PROGRAM SUMMARY

The [Prevention Division](#) aims to reduce the risk of cancer in the Victorian population through social marketing, advocacy, professional education and providing advice based on the best available evidence. This involves action to affect individual behaviours and the broader physical and legislative environment to support health and wellbeing. Our programs include: SunSmart, Quit Victoria, Achievement Program, Screening, Early Detection and Immunisation, the Obesity Policy Coalition, and alcohol policy.

Increasing participation equitably in cancer screening, early detection and HPV immunisation programs is a key goal for Cancer Council Victoria, with a focus on:

- Advance the elimination of cervical cancer by 2030
- Sustain and evaluate campaigns and programs to increase bowel cancer screening
- Advocate for, and deliver evidence-based, early detection initiatives
- Work with communities to co-design strategies that address inequity in cancer screening participation

POSITION SUMMARY

The Primary Care Engagement Manager is responsible for leading and managing a team to plan, develop, implement and evaluate primary care and other workforce programs, which consider and complement innovative media and communication activities and community engagement programs, with the aim of equitable cancer screening participation and cancer outcomes.

The incumbent works flexibly, particularly in relation to state government contracted services and emerging work, by managing multiple projects, developing comprehensive planning frameworks and reprioritising resources to meet program outcomes and key timelines.

The position is responsible for stakeholder relationships, liaising with various funding bodies and develops and manages budgets. In addition, the role will contribute to proactively identifying opportunities to extend the program's reach and cultivate opportunities for greater engagement across the primary care and workforce sectors.

RESPONSIBILITIES

Leadership

- Lead the development and oversee the implementation of primary care and other workforce cancer screening engagement activity.
- Lead and manage staff including monitoring progress against priorities, conducting performance reviews and recruitment.
- Coach, inspire and empower the Primary Care Engagement Team by developing capability in leadership, innovation, workforce education, problem-solving and relationship management.
- Allocate resources and supervise activities performed by the Primary Care Engagement Team.
- Demonstrate the Cancer Council values and support and encourage staff to apply the values of Cancer Council to the work that they do.
- Support the implementation of change management activities.
- Foster a high-performance culture with a focus on quality and continuous learning and improvement.

Program Management and Evaluation

- Develop, implement and evaluate strategic and operational plans.
- Provide project management oversight and support to the team to deliver complex multi-faceted projects, including managing timelines, human resources and budgets in order to achieve outputs and outcomes.
- Direct relevant research and evaluation to enhance the quality of work and demonstration of outcomes.
- Identify new opportunities to provide innovative training and education programs, with a particular focus on reaching priority population groups; as well as workforce initiatives to improve overall participation in cancer screening.
- Generate opportunities to extend the program's reach, cultivate greater engagement across the sector and diversify funding sources.

- Contribute to strategic planning and financial management activities.
- Manage and monitor the program's budget and expenditure.

Stakeholder Engagement

- Work collaboratively across the SEDI program team to ensure effective program delivery, team cohesion and alignment of activities.
- Deliver relationship management of internal and external stakeholders, including government, cancer screening agencies, primary care and other workforce sectors, community organisations and peak bodies.
- Build and strengthen strategic relationships, including fostering relationships with leaders across the Division, other Cancer Council Divisions and external stakeholders.
- Represent Cancer Council in relevant state/national committees, and in the media, and contribute to the implementation and reporting on actions.

Reporting

- Prepare written and verbal reports to funding bodies to meet contractual obligations.
- Contribute to and review project and strategy evaluation reports, to ensure outputs and outcomes are reported.
- Promote the developments and achievements relating to the Screening, Early Detection and Immunisation Program through:
 - reports to Cancer Council Board, Senior Management and Executive where required
 - contributions to research reports, and other literature
 - presenting at conferences, forums, media etc

Such other duties as directed and consistent with an employee's level of skill, competence and training.

KEY SELECTION CRITERIA

Essential Criteria

Qualifications, Experience, Knowledge and Skills

- A tertiary degree in public health, health promotion or a related field.
- Substantial relevant experience in developing, implementing and evaluating health related programs in a state-wide setting.
- Proven experience in developing and implementing project and operational plans, including the ability to have oversight of large multi-faceted projects concurrently.
- Demonstrated experience engaging with primary care and workforce sectors.
- Proven experience working in a leadership role, involving staff management and development; strategic planning; contract management; and budget management.
- Substantial experience working in or with government, engaging with funders and meeting contractual obligations.
- Well-developed stakeholder management skills including the ability to negotiate to achieve effective partnerships and working relationships.
- A strong communicator with demonstrated report writing and presentation skills.

Desirable Criteria

- Knowledge of cancer screening and immunisation programs.
- Post graduate qualifications in public health, health promotion and/or management.

Special Requirements

- Non-smoker
- Right to work in Australia
- Satisfactory completion of National Police Check
- Current Australian Drivers Licence