



Position Description:

Senior Manager – Stakeholder Engagement & Communications

Company Overview

NSWRDN's purpose is to improve access to quality healthcare for people in remote, rural and regional New South Wales by building the NSW Rural Primary Health Workforce, working with communities on locally driven solutions and advancing the capacity and capability of the rural primary healthcare sector.

NSWRDN is a values-based, equal opportunity employer committed to equity, diversity and social inclusion. We encourage Aboriginal and Torres Strait Islander people, people from culturally and linguistically diverse backgrounds, and people with disabilities to apply.

Our values act as guide for our behaviours and engagement with colleagues, partner organisations and communities –

- Integrity: We live and work by a set of ethical standards and behaviours to achieve equity of access to quality health care.
- Accountability: We commit to being responsible for our actions.
- Collaboration: We share and contribute to collective processes to create more effective practice and achieve specific goals and outcomes.
- Adaptability: We are agile and responsive to changing needs in order to make a positive difference for our stakeholders
- Excellence: We strive to achieve and maintain high quality standards in our relationships and services.

Position Overview

Position Title	Senior Manager – Stakeholder Engagement & Communications
Reports To	General Manager
FTE	Full-time (initial contract term to be confirmed)
Level	To be determined commensurate with experience
Location/RDN Office Base	Newcastle (Hamilton) or Sydney (Mascot) office
Direct Reports	Public Relations Manager
Role Overview	Lead the development and activation of strategies to support achievement of NSWRDN's goals through effective stakeholder engagement, the provision of high quality and responsive information and development of

	<p>approaches to engagement, collaboration, and innovation that create improved value for NSW RDN and partners.</p> <p>Activities will include oversight of organisation and program communication activities, network marketing campaigns, new revenue generation and building the internal capability of staff to develop and maintain successful partnerships.</p>
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Key Responsibilities

Key Area	Key Responsibilities	Agreed Measures
Stakeholder, Communications & Marketing Strategy (20%)	<ul style="list-style-type: none"> Construct and lead evidence-based RDN stakeholder and communications strategy to support achievement of RDN goals. Lead the development and implementation of engagement and communication strategies for national RWA consortium and programs. 	<ul style="list-style-type: none"> Construct and implementation of strategy and activities. Strong internal and external relationships to add value for client groups, community, government and other stakeholders. Champion the maintenance of brand guidelines to ensure production of professional and consistent branding and communication materials. Advise Senior Executives and program managers on client engagement status, strategies and emerging issues to support strategic decision processes and enhance program effectiveness.
Stakeholder Engagement (30%)	<ul style="list-style-type: none"> Understand RDN stakeholder groups and lead the development, implementation and evaluation of strategic, tactical and operational stakeholder engagement plans, programs, projects and initiatives. Establish RDN protocols and processes for stakeholder engagement and organisational-wide partnership information sharing for better and integrated relationships. 	<ul style="list-style-type: none"> Review and improve RDN membership program and value-add benefits. Establish and sustain mechanisms to ensure RDN staff engage the broad remote, rural and regional PHC professionals network interested in NSW to enhance service provision and patient outcomes. Ensure RDN has a framework and real-time system for tracking stakeholder engagement and reporting information to Senior Executives and Program managers.
Communications & Media (20%)	<ul style="list-style-type: none"> Implement strategy to achieve NSW RDN, RWA National and program communication goals. Oversee the development and distribution of key messages to defined target audiences to establish goodwill with stakeholders. This is proactively achieved by generating positive coverage through effective media relations with social, 	<ul style="list-style-type: none"> The production and management NSW RDN corporate collateral. Identify activities/events in the market that are likely to become media issues. Recommend strategies to manage issues, including identifying appropriate

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	<p>broadcast, print and news media.</p> <ul style="list-style-type: none"> • Ensure effective liaison with the media and other stakeholder mediums to provide accurate and timely information regarding RDN programs and projects. • Integrate RDN Public Relations Strategic Plan into broader Stakeholder and Engagement Communication Strategy to ensure consistency of communication messaging across RDN. 	<p>responses and communication channels.</p> <ul style="list-style-type: none"> • Manage NSW RDN's online environment and develop strategies to increase engagement through online channels. • Ensure appropriate materials and social media is prepared as required for authorised representatives. • Support programs and projects to maximise profile and achievement of goals. • Set clear KPIs for PR Manager role and monitor performance of those KPIs.
Sustainability & Growth (30%)	<ul style="list-style-type: none"> • Develop and implement partnerships that create resources, membership, infrastructure and incremental revenue streams to enable and enhance RDN and partner services. 	<ul style="list-style-type: none"> • Secure and manage funding partnerships. • Enable and where appropriate lead, tender, grant and philanthropic funding submissions. • Demonstrate project outcomes that support achievement of partner and RDN strategic objectives.

Person Specification and Key Selection Criteria

Essential Criteria	
Experience	<ul style="list-style-type: none"> • Tertiary qualifications or equivalent in communication, marketing or media related field. • Minimum 5-years' experience working in a similar role.
Industry Knowledge and Network	<ul style="list-style-type: none"> • Understanding of Australia's rural health industry and challenges. • A strong network of relevant agencies and professionals. • A commitment to Aboriginal health and demonstrated understanding of cultural awareness and safety.
Presentation and Interpersonal Skills	<ul style="list-style-type: none"> • Excellent representational and interpersonal skills including the ability to communicate effectively with, and influence, people at all levels (across all levels of the sector) and to liaise authentically with communities. • Demonstrated ability to communicate effectively with media, government, health professionals, people living in rural and remote communities and Aboriginal and/or Torres Strait Islander peoples. • Outstanding writing skills and the ability to produce high quality position papers, research summaries, submissions to government and other key stakeholders.
Technical Skills	<ul style="list-style-type: none"> • Demonstrated experience in leading public relations, social marketing campaigns (community awareness/behaviour) and/or membership growth strategies. • Demonstrated experience in developing successful organisational marketing and communication strategies. • Excellent conceptual and analytical skills, including the ability to identify and manage emerging issues and risks in relation to service delivery and stakeholder coordination. • Experience in producing and implementing communication, community relations and stakeholder engagement strategies and plans.
Management	<ul style="list-style-type: none"> • Understanding of a performance monitoring and evaluation environment and results-based management. • Demonstrated ability to lead and inspire small teams to work effectively and productively. • Experience in developing and successfully implementing business unit strategies and work plans. • Demonstrated ability to successfully lead, organise and deliver marketing campaigns.
Personal	<ul style="list-style-type: none"> • Current drivers licence. • Availability for regular state-wide travel.

	<ul style="list-style-type: none"> • Understanding of, and commitment to, RDN's values – Integrity, Accountability, Collaboration, Adaptability and Excellence.
Desirable Criteria	
<ul style="list-style-type: none"> • Knowledge of the health and welfare sectors relevant to NSW RDN's target groups, particularly within remote, rural and regional NSW. • Experience in a government, government agency or not-for-profit marketing setting. 	

Key Competencies

Category	Description	Ranking
Leadership	Keeping the organization's vision and values at the forefront of decision-making and action	Essential
Communication	Establishes open communication channels. Able to express own ideas and opinions in an appropriate manner. Receptive to others' communications.	Essential
Strategic Management	Evaluating data to gain business insight. The ability to analyse multiple processes and systems simultaneously.	Essential
Collaborative Working	Expressing an interest in others' experiences and ideas. Working to build strong channels of communication with outside agencies/departments that may later be of assistance.	Essential
Client Relationships	Understands the techniques required to develop, maintain and manage business relationships with clients and partner organizations in order to implement and manage projects and to identify new business opportunities.	Essential
Results Orientation	Takes responsibility and accountability for achieving required actions and/or outcomes. Keen to complete tasks and see things through to the end.	Essential
Commitment to Excellence	Accuracy and actively seeking new ways of working to improve productivity.	Essential

Conduct and Behaviors

RDN employees are required to perform their duties in line with RDN's Values, RDN Policies and Procedures, relevant code of practice, professional standards and legislative requirements.

Date:

Date:

Signed:

Signed:

**Senior Manager –
Stakeholder Engagement & Communications**

General Manager