
	<b>POSITION DESCRIPTION</b>	<b>PD251</b>	<b>Director Digital Health and Marketing</b>	
		<b>Version</b>	<b>1.0</b>	

<b>POSITION TITLE:</b>	Director- Digital Health and Marketing
<b>INDUSTRIAL AGREEMENT OR AWARD:</b>	Executive Contract
<b>REPORTS TO:</b>	Chief Executive Officer
<b>DATE REVIEWED:</b>	February 2019

### POSITION OBJECTIVE:

The position of Director - Digital Health and Marketing is a pivotal new role in NCPHN/Healthy North Coast's Executive team. The role addresses business challenges and achieves organisational goals through leadership of digital health, ICT and communications. This will be achieved through developing appropriate strategies, identifying and developing business opportunities, executing commissioning approaches to digital service design and contract management.

The Director- Digital Health and Marketing is a contemporary technology leader with significant experience managing ICT strategies within complex organisations which have a strong customer service focus. The role applies impressive skills managing diverse stakeholders in both the ICT and marketing and communications environment. Critical to success is the Director's ability to lead, motivate and inspire his/her team and colleagues to be the very best, within a highly challenging and demanding environment.

### KEY RESPONSIBILITIES:



#### Strategy Development

- Develop and lead implementation of an ICT strategic framework to maximise value and provide for future growth potential
- Design and implement NCPHN's Digital Health strategy to support our partners and communities by delivering safe, efficient and connected health care to the people of the north coast
- Design and lead implementation of a Communications and Marketing strategy to develop brand awareness and achieve desired health outcomes using a range of online and digital media

#### ICT Transformation and Management

- Lead the NCPHN delivery model for digital services which includes procurement, management and governance of secure, scalable and robust digital / ICT systems, platforms and services
- Implement and manage ICT systems to support NCPHN business and service models which inform decision making (particularly the regular Needs Assessment)
- Manage a significant program of change to successfully embed new systems and ensure seamless business operations
- Develop longer term strategies and programs to improve the operational efficiency of ICT

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### Communications and Marketing

- Lead and develop NCPHN’s marketing and communications team by identifying required functions and capability
- Ensure a robust approach to communications and marketing to drive increased awareness of NCPHN and our services, programs and results
- Improve stakeholder engagement by developing meaningful opportunities for mutual communication
- Build strong relationships with a range of ICT industry partners
- Provide ongoing management and development of published and electronic resources to support clinical and consumer engagement

### Business Development

- Identify business development opportunities
- Lead the development of grant applications, tender responses or other means of securing business opportunities or funding

*Please note that significant inter and intra state travel and work outside standard office hours may be a requirement of this role*

### VALUES:

#### Compassion and Care

#### Fairness and Integrity



#### Learning and Innovation

#### Openness and Transparency

#### Enthusiasm and Optimism

- Demonstrates a focus on the well-being of the consumer
- Nurtures the personal and professional development of staff
- Holds self and others accountable for making principled decisions; addresses unethical behaviours head-on
- Takes responsibilities seriously and consistently meets or exceeds the funding body’s expectations for quality, service, timeliness, budget management and professionalism
- Proactively identifies and addresses the learning needs of staff and self
- Seeks opportunities to identify program improvements and new ways of doing things
- Provides honest, open and timely feedback to staff regarding their performance
- Identifies all key internal and external stakeholders and maintains appropriate levels of communication with each
- Models a positive approach to embracing opportunities and challenges
- Creates a team atmosphere of confidence and positivity


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### SELECTION CRITERIA

Applicants must address ALL the Selection Criteria (both mandatory and desirable) in this section

#### MANDATORY

<b>CAPABILITY FRAMEWORK</b>		<b>Personal Attributes</b>	<ol style="list-style-type: none"> <li><b>1. Thinks and solves problems</b> -exceptional interpersonal, oral and written communication skills, including the ability to influence and negotiate and consult with senior management and a range of stakeholders on strategic and operational information technology and business issues</li> <li><b>2. Develops and delivers initiatives which drives reform</b> - demonstrated high level conceptual and analytical skills together with the ability to develop and implement options, strategies and processes to address complex business and technical issues</li> </ol>
		<b>Results</b>	<ol style="list-style-type: none"> <li><b>3. Manages reform and change</b> – creates a culture of transformation through strategic planning and execution with a focus on managing a program of interdependent projects and suppliers in a commercial environment to ensure ICT solutions deliver maximum benefit for investment</li> </ol>
		<b>People Management</b>	<ol style="list-style-type: none"> <li><b>4. Inspires direction and purpose-</b> fosters a responsive, future focused and contemporary culture which supports staff to deliver excellence</li> </ol>
		<b>Relationships</b>	<ol style="list-style-type: none"> <li><b>5. Works collaboratively</b> Build strong relationships with a range of ICT industry partners</li> </ol>
		<b>Business Enablers</b>	<ol style="list-style-type: none"> <li><b>6. Keeps abreast of trends and changes</b> – keeps current with emerging and future trends, changing technology, and political and policy changes that may impact on the primary healthcare environment.</li> <li><b>7. Develops and delivers initiatives and drives reform</b> -apply the commissioning cycle to the design, procurement, management and monitoring of programs and services related to the digital, eHealth and communications strategies</li> </ol>
		<b>Other mandatory criteria</b>	<ol style="list-style-type: none"> <li><b>8.</b> High level of knowledge of both current and emerging information management principles and information technologies, standards and services.</li> <li><b>9.</b> Knowledge of digital platforms for communication with consumers and other stakeholders.</li> <li><b>10.</b> Knowledge of and commitment to Work Health and Safety, Equal Employment Opportunity, and continuous improvement principles</li> </ol>

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## DESIRABLE

### Desirable criteria

- A tertiary qualification in Information Technology Management or related field preferably at Masters level
- Experience with or knowledge of Not for Profit entities, primary health care and the current health reform agenda in Australia
- Highly developed human resource and financial management skills

## APPOINTMENT SUBJECT TO:

1. Completion of 100 point identification check
2. Criminal record clearance
3. Employee confirmation that they do not have a pre-existing injury or illness that would affect their ability to undertake the inherent requirements of this position
4. Current Class C Driver's Licence
5. Access to a comprehensively insured vehicle

## PERFORMANCE INDICATORS:

To be established with the CEO within the 3 month probationary period.

## ACKNOWLEDGEMENT:

*The details contained in this document are an accurate statement of the duties, responsibilities and other requirements of the position.*

*As occupant of the position I have noted the statement of duties, responsibilities and other requirements as detailed in this document.*

Name:	
Signature:	
Date:	

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