

## POSITION DESCRIPTION

<b>Position Title:</b>	<b>Promotion &amp; Marketing Manager</b>
<b>Award:</b>	ATSI Health Workers & Practitioners and Aboriginal Community Controlled Health Services Award 2020
<b>Classification Level:</b>	Grade 7-8
<b>Date of Approval:</b>	December 2023

### PART A: POSITION SPECIFICATIONS

#### 1. Operational Management Environment

Mulungu is an Aboriginal Community Controlled Health Service aimed at responding and providing Health and wellbeing services to a designated geographical area within Mareeba and surrounding districts.

Mulungu has three tiers Health Services, Family Services and Corporate Services which deliver appropriate services under the one banner and work in cohesion to deliver outcomes for our communities the position is the representative of the organisation and is responsible for maintaining a cohesive and responsive workforce aimed at meeting the strategic direction of the organisation, foster good relationship with staff of Government Departments and other semi-government organisations as well as the wider community.

#### 2. Purpose of the Position

The position is directly responsible for the Health Promotion, Marketing, and Events Coordination for the organisation.

The purpose of the position is:

- Provide, lead and deliver high quality, Administrative Services, Marketing, Communications and Event Management and Information
- To provide leadership and effective coordination of the event/health promotion support services offered by the organisation, and
- To provide leadership and strategic planning for future development of Mulungu's Health Services portfolio.

Responsible for managing the overall operations of the health promotion team including:

Staff management, Marketing, advertising, communications the design and implementation and evaluation of health promotion projects. Brand management, digital marketing, community and professional education, research and advocacy activities and performance to agreed KPIs. Managing multiple events from conception through to successful execution and final wrap up.

### 3. **Scope of the Position**

The position of Health Promotion Manager will deliver across six work areas:

1. Client/Staff Services – ensuring fit for purpose, corporate image and marketing.
2. Leadership – organizational Health Promotion Action Plan, Marketing and Communications
3. Reporting & Record Keeping – both internal and external
4. Quality System compliance & Policy Management and Workplace Health and Safety for all events and health promotion events
5. Networking, and
6. Portfolio development.

The position is required to maintain professional and ethical conduct adhering to Mulungu’s policies and procedures, including but not limited to human resource management, financial management, workplace health and safety, and antidiscrimination as applied in the work environment.

The Health Promotion Manager is responsible for working with members of the Health Services and Family Services, Corporate Services teams to strengthen communications, to embrace all media platforms and event management thru marketing, implement and evaluate programs and activities that will reduce chronic disease factors, lead to smoking cessation, and improve levels of nutrition and increase physical activity in our designated Indigenous communities.

### 4. **Organisational Structure and Reporting Relationships**

The position of Health Promotion Manager reports to the General Manager of Corporate Services Manager. Refer to the organisational chart for details of where the position is located within the wider organisational structure.

### 5. **Primary Duties and Responsibilities**

Duties and responsibilities across the six work areas are as follows.

#### Financial, Management

- Maintain the yearly budgets for Health Promotion Portfolio- Deadly Choices, Sports and Recreation and prudently manage organisation's resources within those budget guidelines.
- Monitor and deliver reporting to ensure contractual and organisational compliance – quantitative and qualitative data presented monthly, quarterly, and in response to GM- CSM request- for Deadly Choices, Sports n Rec and Media and Marketing.
- Monitor and contribute to the ongoing quality improvement in the Quality Coordinator Software by using the Continuous Improvement Register to log the following: feedback from staff/clients, near misses, incidents/accidents, repairs and maintenance, audits, OH&S issues, training, licensing, compliance requirements and by approving/actioning your tasks in a timely manner.
- Coordinate and facilitate physical resource management including planning, maintenance and risk management programs.



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- Recommend ongoing statistical data and Needs Assessment Reviews to determine Aboriginal and Torres Strait Islander people's health requirements.

## Human Resource Management

- Lead Health Promotion Team staff to set work priorities and provide a safe working environment supported by relevant policies, procedures and resources.
- Oversee adherence to professional standards of practice, with emphasis on maintaining a non-judgmental attitude, confidentiality, and client dignity within an evidence-based framework.
- Provide high level advice about workforce requirements to the Executive Team
- Implement additional (as needed) program/service-specific systems for gathering and recording both qualitative and quantitative data to facilitate monitoring of performance and status of all Mulungu initiatives.
- Oversee and drive ownership in quality improvement processes for staff to meet organizational outcomes.

## Health/Event Management

- Manage the delivery Deadly Choices Programs, Sports n Rec.
- Manage the delivery of Mulungu's Media and Marketing Portfolio.
- Oversee all Mulungu Events and coordinate to comply with legislative requirements
- Demonstrated ability to develop and follow critical paths and meet deadlines from start to finish.
- Assist with creation of visually compelling content to marketing campaigns and promotional materials.
- Assist in the creation of visually compelling content for social media platforms.
- Ensure consistency of design across all marketing channels.
- Provide Executive Team with regular updates in relation to communication and marketing strategies.
- Implement additional (as needed) program/service-specific systems for gathering and recording both qualitative and quantitative data to facilitate monitoring of performance and status of all Mulungu initiatives.
- Brand Management: Ensure Brand consistency across all Marketing Material and campaigns, Manage and Monitor the success of the brand image and positioning in our community.
- Performance analysis: Monitor and report on the effectiveness of marketing campaigns and strategies using KPI's and Metrics, adjust strategies based on performance data.
- Traditional Marketing- implement traditional marketing channels such as print advertising, and other advertising as appropriate.

## Leadership

- Demonstrate strong team leadership skills and able to effectively train, delegate to and coordinate staff.



- Ensure staff maintain professional standards of practice in the delivery of safe staff and client care within an evidence-based framework.
- Foster a productive Mulungu team environment, including working with staff to develop and maintain appropriate Key Performance Indicators
- Demonstrate commitment to, and participate in, ongoing professional development of self and others, encouraging and supporting staff to gain professional qualifications.
- Lead Health Promotion team members to work collaboratively with families and stakeholders to ensure practice is evidence based and program is responsive to consumers of services.
- Provide strategic direction and leadership to achieve Mulungu goals and objectives.
- Oversee Risk and Compliance with systems, policies and procedures that ensure continuous improvement at all events.
- Establish and drive team culture.
- Regularly update and quality checks in with teams in Health Promotion- Deadly Choices, Sports n Rec, Medica and Marketing
- Establish, promote and model positive and supportive relationships with staff, clients, and community partners.

## Networking

- Collaborate with staff to contribute to marketing campaigns and promotional materials, required for organisation outcomes.
- Attending and documenting relevant internal and external meetings, with focus on building relationships to enhance client and organisational outcomes.
- Leveraging insights and data analytics to enhance the customer experience and benchmark deliverables and targets measured against Mulungu Health Promotion Actions plan.
- Maintain positive relationships with key stakeholders (e.g., local businesses, service providers.) and Mulungu staff members.
- Maintain particularly strong relationships with organisations partnering Mulungu in the delivery of executive services and seek to further develop these relationships for the benefit of Aboriginal and Torres Strait Islander staff and organisation.
- Strengthen communication to inform community of Health Literacy
- Work well and collaboratively with multiple teams including clients, venues, vendors and management.

Legend = Purple reporting, Red = QI, Green = Client Servicing, Brown = Leadership

## **PART B: PERSON SPECIFICATIONS**

### **1. Qualifications**

- This role requires a tertiary qualification in health promotion or other relevant area and 3+ years of experience in a similar role.



- Relevant tertiary qualifications in Aboriginal health, health promotion, public health or community development or relevant equivalent work experience or a combination of study and work experience.

## 2. Skills, Knowledge and Ability

- Demonstrated understanding and application of health promotion principles and skills in planning, implementing and evaluating health promotion programs and activities.
- Demonstrated knowledge and appreciation of the processes of community development and building partnerships and experience in the provision of holistic programs.
- An understanding or experience working with Aboriginal families and supporting health staff to provide services for Aboriginal communities.
- Demonstrated effective time management skills with the ability to prioritise workload to meet conflicting deadlines.
- Demonstrated excellent written and verbal communication skills with the ability to prepare briefings and reports.
- Experience working within a cross-cultural environment.
- Knowledge and understanding of Aboriginal and Torres Strait Islander cultures.
- Capacity to develop rapport with a wide range of diverse groups and gain their confidence and commitment.
- Sound judgment to think through complex issues and develop workable solutions to challenges.
- Demonstrated negotiation skills to sell difficult concepts and influence positive outcomes.
- Strong people skills with excellent listening capacity and good communication skills.
- Ability to function in a multi-disciplinary team and ability to function independently.
- Knowledge and skills in contemporary Human Resource Management practices including Workplace Health and Safety, Equal Employment Opportunity, and Anti-Discrimination.

## 3. Standards of Practice

- Maintain professional standards of practice.
- Practice within an evidence-based framework.
- Participate in ongoing professional development of self and others.

## 4. Additional Factors

- Possession of a current 'C' Class Driver's Licence (Queensland) is required.
- Must be able to obtain a Working with Children Blue Card.
- Must comply with a Federal Police Check.
- 3 Years Experience in similar role

## PART C: SELECTION CRITERIA



- SC 1** Specialised knowledge and understanding of health promotion, media and marketing in an Aboriginal Health Service setting.
- SC2** How would you foster a productive team environment that is driven to meeting targets
- SC3** Demonstrated ability to communicate with Aboriginal and Torres Strait Islander peoples in a culturally sensitive manner.
- SC4** Highly developed written, oral and interpersonal skills with demonstrated experience working in a multi-disciplinary team structure to achieve effective health promotion outcomes.
- SC5** Demonstrated ability to plan, develop, coordinate, manage and evaluate programs for improving Indigenous health and wellbeing, within a Community Controlled framework.
- SC6** Demonstrated knowledge of contemporary human resource management practices including Workplace Health and Safety, Equal Employment Opportunity, and Antidiscrimination.
- SC 7** Demonstrate your ability to provide to motivate a diverse team with leadership and influence, resolving problems and organising priorities.

## PART D: KEY PERFORMANCE INDICATORS

### **KPI 1 Provide Responsibility and Accountability to Mulungu Health Promotion Team**

- Deliver Yearly Event Health Promotion Strategy that contributes to the objectives of the Mulungu Strategic plan and considers all aspects of our Services, its members, consumers, and community within 6 months.
- Provide a 2x 6 monthly Events Calendar, that captures all the Health Promotion Events throughout the year.

### **KPI 2 Lead the Health Promotion Activities to meet contractual KPI's 90% Target**

- Deadly Choices- See Appendix A
- Sports n Rec- See Appendix B
- Media Team – See Appendix C
- Health Services Action plan See Appendix D

### **KPI 3 Quality- Be the Driver of Quality for your Team.**

- 80% of Health Promotion staff
  - are using logic QC – document control, training and development, repairs etc
- 80% of staff
  - are using logic QC for feedback, complaints, improvements, and reports,
- Performance Reviews completed yearly 100 % Health Promotion staff.
  - Performance Reviews completed yearly PD Reviewed completed yearly.
  - Probation Reviews completed within first 6 months of employment.
- 100% of staff accessing required training to meet.

### **KPI 4 Communication and Collaboration**

- 95% meetings conducted.

- All Staff
- Marketing & Events Management Committee x 12 times a year
- 95% actively participate in Internal Meetings-, MRC and Corporate service and staff meetings.
- Establish Clinical integration services with Health Promotion and Health Services with in 6 months have a draft policy.

**KPI 5 Provide Monthly, Quarterly, Reports to Manager on success, challengers, and outcomes against Health Promotions Teams Action plans.**

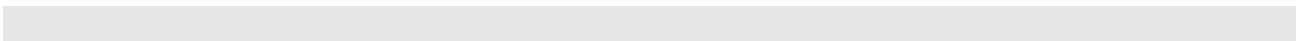
- Reports are accurate and timely.
- Measure results (evaluations, attendances, feedback) on all content and communicate findings.

**KPI 6 Maintain Health Promotion Resources**

- 4x Stock takes (Quarterly) of ordering Deadly Choices program resources.
- 4x Stock Takes & Ordering 715 Stock for health incentives for 3x clinics.
- 2 yearly Audits of all Mulungu Health Promotion Resources making sure all items are accounted for and registered on Asset Register

**KPI 7 Event Management**

- Coordinate Mulungu Events
- 100% Program plans, risk assessments,
- 100% Event Evaluation Reports for all events held in community



The preceding information is an accurate statement of the requirements and employment of this position, at this time.

Employers Signature \_\_\_\_\_ Date \_\_\_\_/\_\_\_\_/\_\_\_\_  
(Chief Executive Officer)

I have read and understand the duties and requirements of the position as described in this position description and agree to be employed under such conditions and the relevant Award.

Employee's Signature \_\_\_\_\_ Date \_\_\_\_/\_\_\_\_/\_\_\_\_





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**Appendix A- Deadly Choices KPIS**

<b>Mulungu Deadly Choices- July to June</b>	
<b>Activity</b>	<b>Yearly Target</b>
Deadly Choices education programs	32
Deadly Choices FIT programs	4
Participants completed the programs	432
Health Checks (percentage of program participants)	70%
Senior Indigenous Games programs	4
Participants completed the SIG program	40
Health Checks (percentage of SIG program participants)	100%
Tobacco stalls	96
Tobacco surveys	480
Smoke free pledges (percentage of tobacco surveys)	70%
Smoke free community event World No Tobacco Day 31 May each year	4
Smoke free regional event	4

Reference :

Tackling Indigenous Smoking & Deadly Choices Subcontract- FNQ Mulungu 2021-2024

**Appendix B- Sports & Rec**

<b>Mulungu Sports n Rec</b>	
<b>Activity</b>	<b>Target Per Quarter</b>
Plan Coordinate and Conduct 3 Team Weeknight Activities	36
2x Weekend Activities- that strengthen family's togetherness	4
Smoke Free Community Sporting Events	1 Regional Event 70% Participants have 715.
Local Sporting Pamphlet developed, promoted, and distributed.	1 Yearly Broke into Season Sports Updated regularly
Planning and Administrative tasks	100 % Risk Assessments for each activity 100% Records of Attendance 100% Documentation of notifiable incidents
Measure Community Engagement in ATSI kids in Mareeba <ul style="list-style-type: none"> <li>• Visibility Reach</li> <li>• Conversions</li> <li>• Registrations</li> <li>• Activity</li> <li>• Depth</li> </ul>	1x Survey every quarter
Sports n Rec Action Plan	TBA
DC Fit Program January 2024	1

Reference:

Department of Tourism, innovation, and Sport contract 2023-2024

**Appendix C- Media Comms Marketing**

<b>Mulungu Media</b>	
<b>Activity</b>	<b>Yearly Target</b>
Social Media Campaigns on Facebook per year.	48
Manage and Maintain Mulungu Website	Measured from traffic used reports from local search
Document and capture all Mulungu Health Promotion Days/events	Photos
Mulungu Brand Guidelines -Policy and Procedures Templates	Yearly
Strengthen communication to inform community, by embracing all media forms:  Mulungu Brochures/newsletter In collaboration with all Mulungu Teams	4
Waiting Rooms Videos for 3 clinics	3 for each clinic and continuously updated
Mulungu Induction Video	1 continuously updated
Produce Annual Report/ Video	1
Health Promotion videos capturing regional sporting event	4
Audits of Mulungu Media Equipment	2



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## Appendix C- Health Services Promotion Action Plan

Mulungu Media Strengthen communication to inform community, by embracing all media forms:	
Activity	Yearly Target
Mareeba Atherton & Kuranda – increased awareness to Health Assessments and 715s	35 Health Promotion & prevention activities
Child and Family Health- increase Child Health Checks – Mareeba , Kuranda, Atherton.	8 Health promotion & prevention Activities per year
Oral Health Dental Health Week each year 7-13 August	10 Oral hygiene promotion programs delivered to wider community.
Sexual and reproductive health, including STI's	5 health promotion activities conducted.
Provide culturally appropriate mental health services. <i>R U OK Day</i> <i>1-31 October Mental Health Week</i> <a href="http://www.mentalhealthvic.org.au/">http://www.mentalhealthvic.org.au/</a>  <i>Headspace Day 1-31 October</i> <a href="https://headspace.org.au/">https://headspace.org.au/</a>  <i>Qld Mental Health Week 10 October</i> <a href="https://lookafteryourmentalhealthaustralia.org.au/">https://lookafteryourmentalhealthaustralia.org.au/</a>	25 health promotion activities conducted- Online & Community Engagement Mareeba, Chillagoe and Dimbulah
National Aboriginal & Torres Strait Islander Childrens Day-4 Aug every year	Community Day Event promotion
Naidoc Week Events 7-11 July	Community Day
National - Reconciliation Week- 27 <sup>th</sup> to 3 <sup>rd</sup> June National Close the Gap Day 21 <sup>st</sup> March 23	Community Day Online media platforms



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National Close the Gap Day	Online Media Platforms
Create a Mulungu Health Awareness Calendar to promote through the year. <a href="#">Healthworks 2024 Calendar of Health Awareness Days</a>	Community Day Online medica Platforms Notice boards in Clinics 1x topic per month update and change each site accordingly