

Position Description

Systemic Advocacy Engagement Lead

POSITION	LOCATION	REPORTING RELATIONSHIP
Systemic Advocacy Engagement Lead	Mount Lawley and home	Reports to the Executive Director

ORGANISATIONAL CONTEXT

Health Consumers' Council WA (HCC) is an independent community-based organisation, which has operated since 1994, representing the consumer voice in health policy, planning, research and service delivery. We exist to ensure that consumers' rights are upheld in the system at every level of decision making.

HCC provides an individual advocacy service to health consumers experiencing difficulties in the health system. We also facilitate respectful partnerships and inclusive, meaningful engagement at all stages and all levels so that people are able to access support to ensure diverse lived experience voices drive positive change.

POSITION OVERVIEW

This position contributes to and supports the implementation of HCC's Systemic Advocacy strategy to achieve HCC's purpose and objectives. They gather insights from health consumers, carers, community members and people with lived experience to inform and create engaging informative content that is distributed across a number of platforms including social media, email, web and online and hard copy publications and materials. They synthesise consumer insights and other literature and evidence to write submissions to public consultations and respond to opportunities to promote HCC's systemic advocacy agenda as they arise. A key part of the role is working across the whole organisation and synthesising the information HCC receives from our individual advocacy and engagement activities and using this to inform and promote our systemic advocacy activities. In this role you will also participate in a number of high level committees across WA Health representing diverse consumer views.

VISION, PURPOSE AND VALUES

Vision: Equitable, person-centred, quality health care, and improved health outcomes and experiences for everyone in WA

Purpose: To amplify and champion the voices of WA health consumers to drive positive outcomes in health and healthcare

Values

- **Equity and inclusivity:** We are proactive at seeking out and elevating the perspectives of people who are disadvantaged by existing structures
- **Compassion:** We bring kindness to the work we do and the way we treat each other. We care for our people supporting them so that they can care for others
- **Collaboration:** We prioritise relationships as the key to making change happen. We seek to bring all voices and experiences into discussions
- **Courage:** We are not afraid to stand up for consumer rights in the face of conflicting views

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- **Care:** We take care of the community's perspectives and stories that are shared with us and are careful with the funds that we receive. We understand the privilege of doing this work and carry consumer stories into every encounter
- **Integrity:** As we hold health services to account, we also hold ourselves to account for upholding the highest standards of integrity and ethics in our work

KEY RESPONSIBILITIES

Systemic advocacy

- Contributes to the development and implementation of HCC's Systemic Advocacy Strategy in partnership with HCC staff and Executive Director
- Initiates and supports networks of HCC members, allies and stakeholders to be active partners in systemic advocacy activities
- Monitors and maintains HCC's website in relation to systemic advocacy to ensure all information is correct and up to date
- Represents HCC in a range of committees and working groups across WA health settings
- Writes compelling and engaging submissions on a range of systemic advocacy topic in response to public consultations and emerging issues
- Generates and acquires engaging and creative content that supports HCC's systemic advocacy agenda for HCC's website, e-news and other media platforms
- Monitors social and traditional media to identify opportunities to promote HCC's systemic advocacy agenda
- Develops and distributes HCC's systemic advocacy updates to a range of audiences including HCC members, consumer representatives, community members, health service and Department of Health staff, journalists, and local, state and federal politicians
- Organises systemic advocacy workshops and events – including in-person, online and hybrid
- Maintains an accurate database of systemic advocacy activities, contacts and relationships

Research, data analysis and presentation

- Reviews and analyses a range of internal and external qualitative and quantitative information and data to develop insights and themes that can be shared with decision makers and other stakeholders in an engaging way that inspires positive change
- Combines data with consumer stories and first person accounts for maximum positive impact
- Analyses data from HCC's individual advocacy and engagement activities to identify opportunities to advocate for positive change at a systemic level
- Synthesises a range of internal and external qualitative and quantitative data from formal sources and creates content that makes this information accessible and engaging for community and professional audiences
- Monitors and evaluates performance of systemic advocacy engagement activities and provides updates on their effectiveness
- Researches and implements online engagement opportunities for health-related days and events related to our systemic advocacy agenda and incorporate into communications across platforms

INDIVIDUAL COMMITMENT

- Actively embraces and integrates HCC's purpose, vision and values into the role, and models appropriate behaviours

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- Conforms to HCC's conditions of employment; code of conduct; policies and procedures; and relevant legislation and standards
- Demonstrates a commitment to ongoing personal and professional development
- Displays initiative and a confident ability to work autonomously as well as part of a small team, asking for help and guidance where appropriate

KEY OUTCOMES

- HCC's Systemic Advocacy Strategy and Plan is progressed with HCC staff and ED
- HCC's Systemic Advocacy Agenda is understood by decision makers and HCC stakeholders
- HCC is acknowledged as a leader in championing systemic positive change in health
- Systemic Advocacy actions are recorded and reported on in a timely way
- Opportunities to progress HCC's systemic advocacy agenda are identified and acted upon
- Engaging content related to HCC's systemic advocacy agenda is developed and distributed to HCC's key audiences including consumers, carers, people with lived experience, family members and community members, health service and Department of Health staff
- The perspectives of health consumers, carers, community members and people with lived experience drive and inform HCC's systemic advocacy agenda
- Consumers are supported to engage in systemic advocacy activities
- Decision makers and media outlets are provided with information in a way that inspires positive change

CULTURAL COMPETENCIES

- Demonstrated willingness and ability to be guided by cultural advice from Aboriginal staff and Aboriginal community members.
- Demonstrated awareness of the social determinants of health and the potential barriers to health services and health information experienced by people who are marginalised.

EXPERIENCE, KNOWLEDGE AND QUALIFICATIONS

ESSENTIAL

1. 3+ years' experience in a similar role
2. Well-developed analytical skills including the ability to work with and analyse quantitative and qualitative data and present these in a format that is accessible to non-expert audiences
3. Excellent English literacy, writing, editing and proofing skills, able to succinctly and quickly synthesise and present a wide range of information on systemic advocacy issues for a range of audiences including formal policy submissions
4. Ability to quickly synthesise information from a range of sources into accessible engaging content for a range of media including but not limited to social media, media releases, blogs, briefings and articles
5. Knowledge of the Australian health and health system context including the levers for change
6. A belief in the importance of the role of health consumers as partners in the planning, design, monitoring and evaluation of health services
7. Able to confidently and effectively express a diverse range of consumer perspectives in a range of settings including in meetings with senior decision makers, public forums and in written form

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8. Able to use a range of software programs including (but not limited to) Wordpress, Canva (or other graphic design program), Survey Monkey, Mailchimp, Zoom and Microsoft Office (or the ability to quickly become proficient in these)
9. Experience in organising meetings, workshops or events to gather feedback and insights from consumers and other stakeholders
10. Collaborative working style with an ability and willingness to muck in with other team activities as required
11. The ability to work autonomously and within deadlines, including managing a number of projects at the same time
12. Proactive, reliable and flexible attitude and comfortable working in a fast-paced adaptive environment

DESIRABLE

13. Knowledge of the WA health system
14. Experience in nurturing and developing online communities
15. Experience in campaigning on social issues

OTHER EMPLOYMENT REQUIREMENTS/COMPLIANCES

- Must have the right to work in Australia
- National Police Clearance and eligible for a Working with Children's Check

Executive Director Approval:



Date: 18 November 2024