

Position Description –Choosing Wisely Lead

We are here to

Enable people to make and act on the best decisions about medicines, health technologies and other options for better health and economic outcomes.

Our work will

Ensure people can access the best care and achieve the best value, considering individual circumstances.

Courage Customer Centricity Collaboration Integrity Accountability

About the role – based in Sydney

The Choosing Wisely Lead will support the development and further implementation of Choosing Wisely Australia™. This exciting initiative seeks to engage specialist colleges, the health sector, and consumer groups in a national campaign to drive better decisions about tests, treatments and procedures.

This role will work very closely with and be supported by the wider External Relations, Communication and Marketing (ERCM) team.

Key responsibilities:

- Communication & stakeholder management:
 - Work with key internal and external stakeholders to develop and drive the implementation of the Choosing Wisely Australia strategy and workplan
 - Develop a central communication strategy for Choosing Wisely in conjunction with Communications and Public Relations Manager
 - Implement the communication strategy for Choosing Wisely in collaboration with the wider External Relations, Communication and Marketing (ERCM) team
 - Build strong and effective relationships with key stakeholders, both internally and externally, to help drive successful implementation of the communication strategy
- External engagement:
 - Coordinate engagement with colleges, specialty societies and consumer organisations to deliver the program objectives, including development and release of recommendations
 - Oversee and manage PR and marketing initiatives (eg list launches) with external stakeholders in collaboration with the wider ERCM team
 - Manage advisory group meetings, including delivering the synthesis of outcomes of advisory group meetings in a timely manner
 - Coordinate external representation and conference involvement, liaising closely with the wider ERCM team
- Content development and delivery:
 - Facilitate the incorporation of Choosing Wisely initiatives and principles into NPS MedicineWise programs
 - Understand NPS MedicineWise program priorities and provide feedback on areas of intersection with Choosing Wisely
 - In conjunction with the ERCM team, develop and manage content and messaging for Choosing Wisely Australia across a variety of channels and mediums
 - Commission and coordinate content and projects with the business and external stakeholders to ensure projects are delivered on time and to a high standard.
 - Ensure website content is updated in a timely manner, linking priority resources and recommendations.
- Program management:
 - Deliver and manage Choosing Wisely priorities and projects, in line with the agreed NPS MedicineWise project management methodologies

- Drive planning, implementation and the achievement of specific objectives for Choosing Wisely Australia in conjunction with the broader Choosing Wisely team members
- Manage budget allocation and financial reports including preparation of financial status reports for key stakeholders as required
- Coordinate internal resources associated with the delivery of assigned projects
- Coordination and implementation of project meetings, including those with key external stakeholders.

General corporate responsibilities

1. To carry out responsibilities in the role in a manner that is consistent with NPS MedicineWise competencies and values.
2. To proactively work towards and meet agreed annual and interim performance indicators.
3. Take responsibility for WHS in accordance with policy and relevant legislation.
4. To be aware of responsibilities to identify, reduce and report risks to our business in accordance with the NPS MedicineWise Risk Management Policy.

Accountabilities

1. Achieving relevant workplan and project objectives and deliverables on time and on budget
2. Efficiently managing and deploying resources
3. Positively engaging the staff across the organisation
4. Building strong and effective relationships with key stakeholders – both internal and external

Challenges you'll encounter

- Developing effective relationships with key opinion leaders and key stakeholders
- Managing relationships in a complex and changing environment, including where there may be differences in professional opinion
- Managing both clinical and corporate risk
- Working closely with key stakeholders within NPS MedicineWise
- Keeping abreast of new and emerging issues in a changing healthcare environment
- Embracing change within the organisation and support innovation and new ways of working

You'll report to

External Relations and Partnership Manager

Role Requirements

- Program management experience
- Previous experience in project management within the health sector
- Strong influencing skills and experience in managing strategic relationships
- Demonstrated ability in stakeholder engagement with senior management and health professionals
- Excellent verbal and written communication skills
- Excellent organisational skills, including the ability to manage multiple priorities
- Sound understanding of planning, budgeting and resource allocation processes
- Demonstrable influencing and negotiation skills
- Proven ability to critically analyse situations and problem solve
- Specific experience in working with the Australian health care sector
- Experience in strategy development and organisational change initiatives with physicians and medical associations
- Some experience with social media, digital channels and content management systems.

Role Desirables

- Experience implementing clinical/health sector practice improvement or change management strategies.

- Experience in application of quality improvement principles and processes.
- Good understanding of adult education principles
- Public health or similar qualifications.

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