



POSITION DESCRIPTION

OF

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Version

1

JOB TITLE	Director – Social Impact and Community Development
REPORTS TO	CEO
AREAS OF RESPONSIBILITY	<ul style="list-style-type: none">• Marketing & Communications• Partnerships and Community• Aboriginal Engagement and Outcomes• Events Management• Social Impact Programs and Evaluation• Strategic Opportunities• Policy Direction and Advice
DATE	2022
CONTRACT TYPE	Fixed Term Contract

POSITION OBJECTIVE

WentWest is a one-of-a-kind, innovative not-for-profit organisation, which has played an integral part in the Western Sydney community since 2002, championing primary care education and support, commissioning health services into targeted areas of need, and working with key partners to enact long-term reforms across the region's health system.

As the Western Sydney Primary Health Network, WentWest is focused on addressing both regional and national health challenges. Looking to the future, we envision a system that not only responds to immediate health needs, but one which is proactive and focuses on preventing and supporting health and wellbeing in community. When we do this, we get better outcomes for individuals and families - in health, wellbeing, education, and life – through better consumer and provider experience and a more sustainable care system.

The Director of Social Impact and Community Development will be pivotal to WentWest's role as a change agent and enabler of reform. This new executive position will take a lead role in developing, maintaining, and strengthening WentWest's presence in community and with providers, governments, philanthropic donors/investors and private sector partners forwarding our ambitions to scale, diversity and grow our social impact.

Through relationships, partnerships, communications, thought leadership, policy advice and social impact investment/grant proposals this portfolio will support WentWest in pursuing a range of opportunities to deliver on its vision, mission, and strategy positively enacting change in Western Sydney and beyond.

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KEY RESPONSIBILITIES

As a member of the senior executive team, the Director will play a key role, from strategy development through to implementation with a focus on:

- Leading the pursuit of investment/grant proposals to grow our impact, including through new partnerships, government, private sector, and philanthropic foundations
- Generating leads and proactively identifying growth opportunities, preparing response to government submissions, presenting compelling cases for change and leading publications / policy advice that aligns with WentWest's values and the projects of WentWest
- Positioning WentWest as an influential driver of systemic social change and a leader in industry-relevant social impact research and health programs
- Driving the design and implementation of a social impact strategy including planning, management, monitoring impact, and communication aligned to business priorities.
- Identifying, growing, and strengthening relationships in order to expand our presence and reputation, and generate opportunities (including funding) that will allow us to better meet the health and social needs within our community and advance reforms
- With an entrepreneurial mindset, explore partnerships to enhance WentWest's strategic remit, impact, and brand
- Leading the development of collaborative partnerships that support the delivery of quality outcomes and achieve mutually beneficial relationships within the health and care sector, and across the Western Sydney community
- Driving high-value opportunities to shape government policy through representation on key state / national committees and other representative bodies overseeing a strategy that advances our mission through growth opportunities and the development of supportive partnerships
- Leading and influencing improved Aboriginal health and wellbeing outcomes through effective partnerships, self-determination, capacity building, and support for the sector
- Leading the team to advocate internally and externally for our programs and consumers; and work cross-functionally to develop new opportunities, and improve the consumer/community experience
- Liaising with internal teams and work collaboratively to ensure key engagement, communication, marketing, and event delivery support serve to heighten the consumer and stakeholder experience across all activities
- Leading the development, implementation, monitoring and evaluation of our communications, including communications strategy and implementation, media and public campaigns and engagement
- Ensuring any curated events are appropriately scoped and delivered to budget and in line with our brand and high standards

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- Overseeing and accountable for the contractual requirements of relevant projects, programs, and funding including reporting requirements, budget oversight for all relevant funding activities, and risk management plans on a timely basis, in consultation with Strategic Commissioning
- Partnering with relevant senior executives to ensure consistency of execution across the entire organisation, particularly in relation to community and consumer elements of those activities
- Delivering effective WentWest representation and positioning at relevant meetings and in all stakeholder interactions to enhance WentWest's business sustainability and expansion in support of the Western Sydney community
- Providing the strategic advice necessary to build the business and participate in key discussions pertaining to strategic objectives and operational execution

Leadership

- Working across the organisation to build a culture of high-performance that values ethical behaviour, integrity, accountability and customer focus
- Providing leadership to help drive employee awareness of the WentWest Values in guiding behaviour and informing decision making
- Supporting the organisation to foster innovation and agility and ensuring ongoing learning and development opportunities
- Providing a clear sense of strategic direction for staff by translating strategic goals to clear operational performance objectives
- Contributing to the leadership and strong governance of the organisation in delivering its strategic objectives
- Working with the Senior Executive team to develop high levels of engagement throughout the organisation

Other

- Effectively managing financial budgets and resources, ensuring that they are focused towards the delivery of intended outcomes in a manner which demonstrates value for money and compliance with relevant policies and guidelines
- Contributing significantly to planning and key decision-making across the broader organisation
- Working with the Executive team to develop and realise the organisations strategic and business plans and to progress plans for WentWest's business sustainability and expansion in support of the Western Sydney community
- Ensuring "best practice" processes across all areas of responsibilities
- Comply with the organisations policies and procedures
- Ensure the safety of yourself and others in line with the organisations WHS policies and procedures and the Workplace health and safety Act 2011

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- Ensuring that the program activities comply with all relevant legislation and professional standards

TRAVEL REQUIRED

- Regular interstate, regional and local travel required
- NSW Drivers Licence Required

QUALITY SYSTEM

- Ongoing compliance with Quality System requirements
- Responsible for ensuring that all quality documents (held in quality document repository) identified as being authored by my role are reviewed and updated within the required timeframe, as assigned by the quality team or my manager

QUALIFICATIONS

- Masters Qualification and/or other advanced degree in relevant field such as business, economics, health, communications, etc

SKILLS AND EXPERIENCE

Essential

- 10+ years of experience in leadership positions in some combination of business development, partnership management, community development, marketing & communications, policy or social impact, consulting, finance/economics
- Genuine commitment to health system reform and improving health and social outcomes
- Demonstrated experience at executive level and working with executive teams and boards to enrol their participation in driving change
- Experience developing and executing program, product, and business development strategies
- Experience delivering programs and partnerships from inception to delivery, demonstrating their social impact
- Experience operating autonomously across multiple teams, demonstrated critical thinking, and thought leadership
- Experience establishing working relationships across multi-disciplinary teams and multiple partners
- Business mindset and significant entrepreneurial drive, deliverable within the not-for-profit sector
- Agility to multitask and prioritise in a fast-growing environment and in the face of many competing priorities
- Experience in delivering social impact programs or partnering for social change
- A solid understanding of budgets and budget processes
- An experienced communicator who can bring internal and external audiences 'on the journey' and build engagement and buy-in for our vision for impact

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- Comfortable working in a hands-on, fast-paced and rapidly changing environment while maintaining a continual focus on prioritisation
- Strategic thinker and commercial negotiator who can influence and get things done
- Demonstrated experience in the ability to effectively lead staff
- Knowledge of the Australian health care system or experience working at a senior level in the health care sector

WENTWEST VALUES - behaviours and ways of working the organisation sees as critical

Creativity – challenge convention

Leadership – Inspire action

Equity – actively overcome barriers

Excellence – be the best we can be

Respect – understand others

COMPETENCIES REQUIRED FOR THE ROLE

ACCOUNTABILITY - Holds self accountable and can be relied upon to ensure that project within areas of responsibility are completed in a timely manner. Builds an understanding of the internal and external environment in order to deliver work in a highly effective and professional manner

Skills to be demonstrated through performance:

- Plans and organises - Level 5
- Demonstrates personal and professional accountability – Level 5
- Works within risk, finance and governance framework – Level 5

COLLABORATION AND TEAM WORK- Willingly cooperates and works collaboratively with internal colleagues and external partners and stakeholders in order to accomplish organisational/team/project/program objectives

Skills to be demonstrated through performance:

- Works collaboratively - Level 5
- Demonstrates commitment to the team - Level 5
- Builds collaborative partnerships – Level 5

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COMMUNICATION - Effectively communicates to promote understanding and support informed discussion with internal colleagues and external partners and stakeholders, providing timely delivery of information and selection of the most appropriate method of communication

Skills to be demonstrated through performance:

- Communicates Clearly and concisely- Level 5
- Influences and negotiates - Level 5
- Works to reconcile to diverse views – Level 5

CUSTOMER FOCUS - Capacity to identify and anticipate the needs of both internal and external customers and deliver the defined range of services so as to meet and exceed customer expectation while optimising the organisation's interests.

Skills to be demonstrated through performance:

- Identifies and responds to client needs - Level 5
- Maintains relationships - Level 5
- Strives for continuous improvement – Level 5

INITIATIVE – Evaluates, selects and acts on various methods and strategies for solving problems and meeting objectives before being asked or required to do so; explores alternatives and responds to challenges with innovative solutions.

Skills to be demonstrated through performance:

- Reacts to change and Improvement - Level 5
- Displays initiative and identifies innovative solutions- Level 5

LEADERSHIP AND MANAGEMENT COMPETENCIES REQUIRED FOR THE ROLE

DRIVES FOR QUALITY RESULTS - Demonstrates concern for achieving or surpassing results against an internal or external standard of excellence, shows a passion for improving the delivery of services with a commitment to continuous improvement

Skills to be demonstrated through performance:

- Strives for excellence – Level 5
- Ensures Quality Service delivery – Level 5

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STAKEHOLDER MANAGEMENT - Understands the diverse needs and agenda of various stakeholders and seeks to build and manage strategic alliances and collaborative arrangements through partnerships to advance the objectives of the organisation.

Skills to be demonstrated through performance:

- Understands organisational structure and relationships – Level 5
- Builds relationships and partnerships – Level 5

STRATEGIC MANAGEMENT - Capacity to think conceptually and develop strategies, plans and initiatives to promote and contribute to the long-term success of WentWest

Skills to be demonstrated through performance:

- Demonstrates a commitment to planning – Level 5
- Thinks and acts strategically – Level 5
- Applies Commercial Acumen – Level 5

PEOPLE MANAGEMENT - Drives achievement of organisational goals in line with a clear overall vision through planning, managing performance, motivating people and role modelling desired behaviours.

Skills to be demonstrated through performance:

- Provides Leadership – Level 5
- Manages People – Level 5
- Leads and manages change – Level 5
- Manages finances and resources – Level 5