

## Position Description

<b>Job Title:</b>	Executive Director of Policy and Professional Services
<b>Location:</b>	TBA
<b>Division/Service:</b>	CEO office
<b>Immediate Manager:</b>	Chief Executive Officer
<b>Direct Reports:</b>	Marketing, Communications & Membership Manager Professional Officers
<b>Award Classification:</b>	Non-Award
<b>Compliance Requirements:</b>	National Police Check & Driver's License

### Organizational Background

CRANApplus exists to ensure the delivery of safe, high quality primary healthcare to remote and isolated areas of Australia. We are an affordable, grassroots, not-for profit, membership based organisation that has provided nearly 40 years of education, support and professional services for the multi-disciplinary remote health workforce.

CRANApplus prides itself on practice through values, and all CRANApplus employees demonstrate integrity, excellence, respect, inclusiveness, safety, accountability, and advocate for social justice.

### Purpose of the Position:

To provide visionary leadership and direction to CRANApplus, the Chief Executive Officer, and Deputy Chief Executive, across key areas including policy and advocacy, stakeholder relationships, and professional services supporting membership and industry advancement, and CRANApplus' brand evolution.

### Responsibilities/Duties:

May include, but are not limited to:

- Working closely with the CEO & DCEO on organisational positioning and responsiveness to emerging issues, and advise on key policy, strategic, or operational matters that arise.
  - Identify the core policy issues impacting on the workforce, funding, planning, development, and delivery of health care to people living in rural and remote Australia.
  - Lead the development of evidence-based position statements, strategic vision, and advocacy positions for CRANApplus.
  - Monitor, analyse and provide advice on legislation and other government or stakeholder policies or initiatives which influence the workforce and delivery of healthcare and wellbeing of remote and rural Australians.
  - Lead the preparation of formal written positions, submissions, briefs, and recommendations on key policy issues.

- Engage and consult with members and external stakeholders including government, working groups, state, and national forums, as needed to inform policy positions.
  - Working with industry committees, identify policy opportunities and issues where CRANaplus can exercise influence to meet its members' objective.
  - Provide input into the Commonwealth reports, and monthly reports to the Board of Directors.
- Oversee the performance and optimisation of CRANaplus' professional services, marketing, communications, membership, branding, and events capabilities.
    - Lead the professional services team to ensure CRANaplus is meeting the needs of our stakeholders
    - Develop recommendations to evolve CRANaplus' communications, brand, and content strategies focused on reaching key audiences.
    - Support the Executive team to develop and achieve the organisation's strategic goals in communications, public engagement, and advocacy across services and mission.
    - Contribute to the planning, implementation, and evaluation of CRANaplus events and conferences.
    - Media tracking and reporting to ensure the organisation is kept abreast of key relevant issues.
  - Overseeing the organisations external narrative, ensuring it supports our organisational purpose.
- Inspire innovation across our workforce development initiatives with oversight of CRANaplus' professional officers and services related to:
    - Workforce development initiatives, pathways, and networks.
    - Research to promote rural and remote workforce pipelines supporting workforce development initiatives across Australian communities.
    - Strategic and operational management of CRANaplus programs (awards, scholarships, committees, mentoring, RAN certification standards, and alike).
    - Develop and drive Continuous Professional Development Initiatives
- Monitor performance with tracking and establish corrective measures as needed.
    - In consultation with the CEO, develop business and operational plans in relation services and opportunities, and deliver them within scope and budget.
    - Contribute to researching and developing relevant funding and grant submissions in line with CRANaplus strategic direction.
    - Foster a culture of identifying risk and opportunities, whereby risks are mitigated, and opportunities maximised.
- Build upon the CRANaplus culture and engagement of our people through effective people leadership and management at both the organisational, team, and individual level, including:
    - Create and maintain a responsive and respectful workplace culture that integrates the CRANaplus' values.

- Ensure that employees understand what is required of them and are provided with timely performance feedback.
  - Promote mutual responsibility and accountability for performance and professional growth and advocate shared knowledge and collaboration.
  - Provide effective leadership to drive the performance and outputs of the team.
  - Monitor, evaluate and manage team performance to enable individual and team professional growth and development, addressing performance issues as required according to documented policies and procedures.
  - Foster and implement a commitment to continuous improvement.
- Together the Executive team commit to ways of working conducive to cohesive and effective working relationships that collaborate, support, and uplift one another, with the goal of advocating CRANAplus' mission and vision. CRANAplus Executive members:
    - Are acutely aware of role modelling conduct that sets a positive workplace culture across CRANAplus.
    - Participate and provide high level leadership and contribution across all executive matters.
    - Ensure ethical and legal conduct in all that we do and uphold our responsibilities with honesty and integrity.
    - Support, promote and champion change, and assist others to engage with change.
    - Seek to develop our knowledge and be available to engage across all aspects and operations of CRANAplus.
    - Adhere to organisational policies and undertake continuous improvement that enhances the effectiveness of CRANAplus.
    - Commit to culturally safe practices, the ability to work respectfully, effectively, and collaboratively with culturally diverse individuals and communities.
    - Stay abreast of CRANAplus needs and trends by participating in own personal and professional development programs and by maintaining a network of associates where information sharing can contribute to innovation and improvement activities.
    - Contribute to efficient, effective, and ethical investment of CRANAplus resources, including financial and resource management and reporting, including compliance with the CRM and Google Drive procedures.
    - This position holder may be directed to carry out additional duties that are within the limits of the employee's skill, competence, and training to assist CRANAplus in meeting its overall objectives.
    - From time to time, you will be required to assist in other locations. You will also be required to travel intrastate, or interstate, as required.

**Selection Criteria:**

*Essential Knowledge, Skills, Abilities:*

1. Post graduate qualifications in public health, and/or policy as relevant to CRANaplus operations and service offerings. *Where clinical qualification is held, registration with AHPRA may be required.*
2. Experience in the health sector and an understanding and alignment with CRANaplus' core business and strategic vision.
3. Sound knowledge and understanding of government decision-making processes in Australia and/or Australia's healthcare system
4. Ability to conduct research and compile data on complex and varied policy topics, particularly relating to health or industry, draw conclusions and make recommendations
5. Excellent writing skills, with demonstrated ability to produce high quality policy documents, policies, position papers and briefing material for different audiences
6. Proven senior leadership experience and oversight of services, operations, and teams.
7. Experience in designing and implementing business strategies, operational plans, and procedures consistent with time frames, activity, and budget.
8. Demonstrated knowledge and application of culturally safe practice, and the ability to work respectfully, effectively, and collaboratively with culturally diverse people.
9. A high level of commitment to confidently, sensitivity, professional boundaries and ethics, and a commitment to a fair and inclusive workplace environment.
10. Strong interpersonal and communication skills with the ability to effectively build and maintain professional relationships and work collaboratively with internal and external stakeholders from diverse backgrounds.
11. Experience working across a range of technology solutions and programs and is adaptable to learning new systems and can apply innovation.
12. Ability to travel within Australia as required.

**Katherine Isbister**

Chief Executive Officer

Signature

Date

Employee's Name

Employee's Signature

Date

*In signing and reading this position description, I understand and acknowledge its contents.*

Date Position Description last reviewed: October 2021.