Position Title: Community Activation Lead	**Entity**: ILA
Reports to: TBC	**No of Direct Reports:** TBC
Job Level: Tier 4	**Location:** Osborne Park

Position Requirements

Primary Purpose

Independent Living Assessment is deploying an ageing well digital suite of solutions initiative including a website and screening tool app. The initiative is focused on providing older people with early access to ageing well strategies and low risk assistive technology information to assist their activities of daily living, therefore assisting them to remain living at home for longer and prevent their premature access to aged care services and supports.

The Community Activation Lead will work within self managed, multi-disciplinary team to deliver the community activation strategy aimed at driving awareness, take-up, and ongoing usage of the digital suite among the target user groups, across Australia.

Key Accountabilities/Responsibilities

Health Safety Wellbeing & Environment

- Demonstrate leadership in, role model and comply with all health, safety and hygiene policies, systems, and OH&S legislation to maintain an appropriate working environment
- Ensure all incidents, accidents, injuries, hazards or property damage are reported and managed. Identify and implement safety improvements working collaboratively with the Work Health and Safety program.
- Contribute to developing and nurturing a culture that supports wellbeing.

Functional

- Execute the community activation strategy plan for the Healthy Ageing digital suite of solutions using Agile methodology.
- Manage relationships with key stakeholders across Australia. Identify, approach, and build strong ongoing relationships with key stakeholders and maintain CRM records in relations to all engagement activities.
- Lead a team of Community Activators to implement the community activation plan – including exploring and implementing high level ambassadors, community level activities, local government partnership. Ensure strong digital presence, including across social media.
- Incorporate codesign across all stakeholder engagement and community activation, ensuring quality user experiences across the strategy.
- Manage communication of progress/status within the core team (internal and external) and escalate issues, as necessary. Remove roadblocks, present solutions, and keep processes running on time and within budget utilising ILA's project management methodologies.
- Build and manage internal and external working relationships, including in a primarily digital environment. Profile, target and engage stakeholders, identifying opportunities for collaboration and influencing their decision-making.

Strategic

- Maintain a strong network across the industry and relationships with suppliers, regulators, customers and other external stakeholders
- Contribute the Group's overall long term strategy and annual business plans (i.e. think strategically about the group and the organisation).
- Contribute to enhancing long term organisational sustainability and performance as a member of the leadership team
- Contribute to, and demonstrate by example, the vision, mission and values
- Lead, participate and/or engage in all activities that relate to Group strategic initiatives and key issues
- Identify and implement improvement opportunities within the Group and participate in continuous improvement of the wider organisation by recommending sensible changes and communicating issues that may affect the organisation

People & Culture

- Participate actively, and work closely and constructively, with colleagues in the leadership team to deliver integrated business outcomes
- Actively participate as a member of the Community and Sector Development self-managed team.
- Ensure cultural optimisation through engaging in fit-for-purpose cultural programs and embedding these within the Group
- Role model positive leadership to employees
- Respect and value the diversity of the workforce by helping to prevent and eliminate discrimination in the workplace
- Manage resource requirements to ensure appropriate coverage within approved budget

Budgeting & Administration
- Develop, manage and report on functions of responsibility
- Meet revenue and activity based KPI's
- Ensure delivery of services and support within agreed budgets
- Ensure all operational and administrative processes are undertaken in accordance with established policies and procedures
- Ensure all documentation and associated processes are maintained and accessible in appropriate formats and designated locations

Key Performance Indicators & Measures

Indicators of effective performance in the position – i.e. Factors relating to output, quality, efficiency, safety. KPI's are to be SMART and specifically measurable. They are identified in the Performance & Development Review (P&DR) to be specific to the individual teams and the position in a specified point in time. Refer to the Performance & Development Review Form.

Key Relationships

Key positions or groups (internal or external) with whom the individual will interact to perform the work of the position.

Internal	**External**
- General Manager - Leadership team - All other teams in the organisation	- Corporate customers, sector peers/competitors - Peak bodies - Government departments (in particular local) - Consultants and advisors - Small & Medium Enterprises - Suppliers and vendors - Community care customers and families

Key Behaviours

Behavioural competencies or 'behaviours' are effectively attributes we display as we carry out our work, and 'how'. Below identifies those KEY behaviours (6-9 key to the role) integral to the success of this position and the organisation. Delete Strategic or leadership behaviours if not applicable for the role.

Leadership Behaviours

Developing Others ☒	Building Customer Loyalty ☒	Building Partnerships ☒	Project Management ☒

Operational Behaviours

Demonstrates Initiative ☒	Marketing & communications ☒	Building Trust ☒	Gaining Commitment ☒
Results Focused ☒	Teamwork ☒	Teamwork ☒	

General Assessed

Impact	Technical / Professional Knowledge	Job Fit	Organisational Fit

Personal Requirements

Knowledge & Skills (Social, Personal & Technical) & Equipment

The knowledge necessary to effectively perform in the position. Specific skills or equipment that the person needs to be able to use. Personal attributes/qualities that are important to the success of this position

- Well-developed skills and experience in delivering programs and services within required timeframes and budget parameters.
- Networking, influencing, and relationship building skills
- Knowledge of principles and processes for effectively building and managing internal and external working relationships, including in a primarily digital environment.
- Demonstrated experience in the profiling, targeting and engagement of key stakeholders, identifying opportunities for collaboration and influencing their decision-making.
- Demonstrated experience managing a team. Experience managing a team remotely, desirable (but not essential)
- Sound ICT skills including Microsoft office suite and experience using databases/Customer Relationship Management (CRM) systems
- Ability to liaise with senior leaders and key stakeholders both internally and externally
- Ability to think and act strategically, exercising sound judgement
- Well-developed written skills including case notes and report writing, using a range of electronic data systems
- Exposure to project management software (desirable, not essential)

Work Experience

The type and extent of previous work experience that is necessary to perform in the position

- Role/s in similar position and/or industry, with exposure to most functional areas encompassed by this role
- Operational and project management experience desirable

Clearances, Licences or Registrations

Police Check	WWC	AHPRA	NCCHC	Drivers Licence	Other (specify)
☒	☐	☐	☐	☒	☐

Qualifications

Bachelor level degree in social work, community development, community relations, communications or a related discipline (or) significant relevant industry and positional experience

Extent of Authority

Authority to act within the scope of your position to perform the objectives and requirements of your position as identified within this Position Description and as directed by your Leader. The extent of the authority may alter from time-to-time at the direction of your Leader.

Prepared By: Kristy Harper	Position: Innovation and Growth Manager
Approved by P &C: Lisa Karabin	Position: P & C Manager
Date Created: **08/09/2021**	Related Documents: **PD Work Instructions, Behaviours Guide**

Risk Assessed Role (NDIS Worker Screening Check) Yes ☐ **No** X
Risk Assessed Criteria: Does not meet any risk-assessed criteria
Date the role was assessed: 14/09/2021
Assessed By (Name of Manager): Lisa Karabin, People & Culture Manager