

Position Description

Advocacy Program Officer

| POSITION | LEVEL | LOCATION | REPORTING RELATIONSHIP |
|--------------------------|-----------|-----------|---|
| Advocacy Program Officer | SCHADS L4 | Mt Lawley | Advocacy Manager with dotted line to Office and Executive Support Manager |

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 is responsible for providing program support across HCC's Individual Advocacy program, in particular ensuring that we continue to maintain the highest standards of data integrity and knowledge management through the use of our CRM (customer relationship management) database. This role is key to ensuring high quality data and information to support accurate reports including identifying themes from consumer queries to enable us to champion systemic change.

The role also includes general program administration, responding to advocacy queries by telephone and email, and assisting with reception when required.

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
- **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

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KEY RESPONSIBILITIES

CRM and knowledge management

- Review and continuously improve data collection processes and procedures to support HCC's strategic priorities
- Support the implementation of new knowledge management tools, including a new CRM
- Become the "go to" person for all CRM enquiries
- Generate reports as requested by other HCC team members
- Support the optimisation and management of our CRM system to track advocacy activities and consumer interactions
- Advise on good practice for knowledge management and data integrity
- Identify and implement ways to use CRM to support targeted communications with HCC stakeholders

Program Support and CRM Administration

- Completing advocacy forms such as Freedom of Information requests, consent forms and identification checks with and for consumers
- Carrying out intake/demographic data collection and entry
- Managing the Advocacy inbox
- Develop and implement data collection protocols to measure program impact
- Generate regular reports and analytics to inform program decisions and funding proposals
- Train and support team members in effective and efficient use of the CRM
- Identify opportunities for process improvement and system enhancement

Community-Advocacy Program Development

- Support the coordination and facilitation of community-advocacy workshops for community members
- Support the development and delivery of workshop materials and resources
- Collaborate with team members and stakeholders to identify workshop topics
- Track workshop attendance
- Support the evaluation of the program

Digital Resource Management

- Coordinate the maintenance and currency of community- and self-advocacy resources on HCC's website
- Ensure all online materials meet accessibility standards
- Manage a register of digital resources (internal and external) to ensure currency of information and version control
- Collaborate with communications team to optimise resource presentation and user experience

Organisational development

- Identify and implement opportunities to continuously improve the effectiveness and efficiency of HCC's advocacy service, including integrating digital solutions where appropriate

Individual Commitment

- Actively embrace and integrate HCC's purpose, vision and values into the role, and model appropriate behaviours
- Conform to HCC's conditions of employment; code of conduct; policies and procedures; and relevant legislation and standards
- Demonstrate a commitment to ongoing personal and professional development

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- Display 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

- Robust data governance processes are in place and are regularly reviewed
- New systems and processes are implemented with minimal disruption
- Team members are supported to use CRM efficiently and effectively
- Accurate and informative reports are generated as required to a high quality
- Administrative load for advocates is minimised freeing up more time for staff to be present with consumers and stakeholders

CULTURAL COMPETENCIES

- Willing 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 inclusion in employment and services experienced by people who are marginalised

EXPERIENCE, KNOWLEDGE AND QUALIFICATIONS

Essential

1. A minimum of 3 years' experience in a similar role, including database administration
2. Well-developed analytical skills, with the ability to extract, manipulate and analyse quantitative and qualitative data
3. Well-developed interpersonal and verbal skills, with a demonstrated ability to support colleagues to implement new ways of working
4. Excellent organisational skills, with high attention to detail and the ability to manage and prioritise deadlines and own workload with limited supervision
5. Demonstrated ability to use initiative and solve problems within own area of responsibility
6. Willing and able to work flexibly in a small team and "muck in" as required
7. Be adept, or be able to quickly become adept in, a range of office software programs including Microsoft Office 365 Suite, relational databases such as MS Dynamics, and project management software

Desirable

1. Background in data visualization and reporting
2. Change management experience and knowledge
3. Ability to develop and maintain productive relationships with diverse internal and external stakeholders, and navigate difficult conversations when required



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OTHER EMPLOYMENT REQUIREMENTS

- Must have the right to work in Australia
- National Police Clearance (obtained within the last six months), or the ability to obtain one if successfully appointed to the role
- Current Working With Children Check (obtained within the last six months), or the ability to obtain one if successfully appointed to the role

Creation Date: November 2024

Date to be reviewed: November 2026

Exec Director Approval:

A handwritten signature in cursive script, appearing to read "Cheryl Miller", with a horizontal line underneath it.

Date: 18/11/24