

# Role Description

## Portfolio Co-ordinator, Tobacco & Cessation - Social Marketing and Campaigns

Cluster	NSW Health
Agency	Cancer Institute NSW
Division	Screening and Prevention
Location	Australian Technology Park
Classification/Grade/Band	Health Manager Level 3
Kind of Employment	Temporary Fixed Term Contract (Maternity Leave Cover up to September 2020)
ANZSCO Code	225113
Role Number	656023
PCAT Code	2119192
Date of Approval	1 May 2019
Agency Website	<a href="http://www.cancer.nsw.gov.au">www.cancer.nsw.gov.au</a>

### Overview

The Cancer Institute NSW is Australia's first statewide cancer control agency, established to lessen the impact of cancer in NSW. The Institute supports and promotes best practice; working to ensure people across the state, no matter where they live, are provided the same high quality treatment and care that is vital to optimising the outcomes and quality of life for people diagnosed with cancer.

Driven by the purpose and objectives of the NSW Cancer Plan, the Institute continuously works to:

- reduce the incidence of cancer
- increase the survival rate for people with cancer
- improve the quality of life of people living with cancer
- provide a source of expertise on cancer control for the government, health service providers, medical researchers and the general community

The Division of Cancer Screening and Prevention works to reduce the incidence of cancer and improve the survival of people with cancer through:

- management and funding for the three population-based cancer screening programs (bowel, breast and cervical);
- the coordination of cancer screening and smoking cessation services for the people of NSW;
- the implementation of social marketing campaigns which aim to modify the behavior of the community to increase participation in the cancer screening programs; and reduce the risk of developing cancer; and
- providing advice and contributing to policy development and implementation.

## Primary purpose of the role

Deliver evidence-based and effective social marketing initiatives and mass media public education to support the achievement of Tobacco Cancer Strategy objectives in alignment with the NSW Cancer Plan. This includes driving high levels of community awareness of the associated programs, and contributing to shifts in attitudes, knowledge and behaviour regarding cancer screening and prevention programs.

## Key accountabilities

- In consultation with Cancer Screening & Prevention program areas, contribute to the design, development and endorsement, of evidence-based and effective social marketing initiatives, managing the implementation for the specified Tobacco & Smoking Cessation portfolio that aligns with the NSW Cancer Plan and to influence target audiences to take action.
- Build strong relationships with relevant internal Program staff and external counterparts, where appropriate, to collaborate on joint Commonwealth/jurisdictional social marketing initiatives and mass media public education campaigns, and co-ordinate the alignment of Cancer Institute NSW initiatives with national and state-wide programs, policies and practices.
- In consultation with the Manager, Social Marketing & Campaigns, lead the preparation of documentation required for NSW Government Advertising approvals, ensuring that the Cancer Institute NSW complies with all policies and processes that apply to government advertising. This includes co-ordinating Cancer Institute Board approvals, peer review advertising submissions, papers for the Cabinet Standing Committee on Government Advertising, and preparing post-campaign effectiveness reports.
- Liaise with Strategic Communications within the Department of Premier & Cabinet, the appointed NSW Government media agencies, contracted creative agencies to effectively and efficiently plan and execute mass media public education campaigns. This includes participating as a peer reviewer on external NSW Government advertising campaigns.
- Collaborate with the Procurement & Project Governance Co-ordinator to oversee procurement and co-ordinate contractual arrangements with external agencies (including advertising, public relations, and consultants) that are engaged to deliver specialist social marketing initiatives and public education mass media campaign services to ensure the delivery of quality outcomes within defined budgets and timeframes.
- In consultation with Research and Evaluation staff, develop and maintain evaluation frameworks to measure the effectiveness of social marketing initiatives and public education mass media campaigns against NSW Cancer Plan and program objectives.
- Collaborate with Business Intelligence and Information Systems and Research and Evaluation staff to ensure accurate data and research is used to inform social marketing and recruitment strategies.
- Oversee the development of digital strategies, website redevelopment, and management of other program-related digital assets to ensure alignment with program objectives.

## Key challenges

- Designing and delivering evidence-based social marketing and recruitment campaigns that contribute to measurable changes in target populations, given the requirement to influence a diverse range of target audiences.
- Managing liaison with the Department of Premier and Cabinet to ensure NSW Government Advertising requirements are met and that CINSW public education campaigns proceed as planned.
- Ensuring internal communication and consultation to ensure delivery of effective social marketing and mass media campaigns.
- Managing external agencies to ensure contract deliverables according to budget and timeframe.

## Key relationships

Who	Why
<b>Internal</b>	
Manager, Social Marketing & Campaigns	Receive guidance; Discuss priorities, strategies and issues; Provide subject matter expertise and reports to inform decision-making; Receive and respond to feedback regarding work performance
Manager, Business Intelligence & Information Systems	Receive data to inform social marketing and recruitment strategies, initiatives and promotional campaigns
Program Managers	Consultation to reach agreement on social marketing strategies and implementation in alignment with program goals
Prevention Portfolio Managers	Provide information on priorities, strategies and issues; Provide reports and advice regarding findings and outcomes
Manager, Business & Finance	Liaise regarding the planning, monitoring and management of budgets
Procurement & Project Governance Co-ordinator	Liaise regarding procurement and contract management of outsourced social marketing advice
Research & Evaluation Team	Liaise on the development and implementation of an evaluation framework to review and assess the effectiveness of social marketing, promotion and recruitment strategies, initiatives and campaigns
<b>External</b>	
Stakeholders related to Portfolio	Consult to inform project and campaign development; Report on project status and outcomes; Exchange information and manage expectations;
Advertising, Public Relations and Media Agencies; Other external consultants or providers engaged to deliver specialist social marketing services	Ensure successful project and campaign implementation delivered according to timeline and within budget
NGO or Government Agencies	Liaise regarding campaigns and collaborations with joint initiatives
Strategic Communications, Department of Premier & Cabinet	Liaise regarding peer review and government advertising approvals.
NSW Ministry of Health	Knowledge exchange on social marketing as part of the health cluster

## **Role dimensions**

### **Decision making**

- Responsible for the prioritisation and management of workload; and for the identification and mitigation of project risks and issues
- Accountable for the quality of advice, recommendations and reports provided to internal and external stakeholders
- Refers decisions that will substantially alter the outcomes, timeframes or budgets of individual projects; substantially impact on organisation policy or team operations; and any conflicts arising in the course of project or stakeholder liaison duties to the Manager, Social Marketing and Campaigns.

### **Reporting line**

The Portfolio Coordinator reports to Manager, Social Marketing and Campaigns

### **Direct reports**

The Portfolio Co-ordinator may have 1 direct report

### **Budget/Expenditure**

(The budget varies depending on the portfolio)

### **Essential requirements**






- Tertiary qualifications in marketing, communications or public relations, and/or relevant equivalent professional experience in social marketing
- Demonstrated experience developing and implementing print, digital and direct social marketing campaigns and promotional strategies that produce tangible and measurable outcomes
- Broad understanding of social marketing principles and practices as they relate to the delivery of public health programs
- Knowledge of the NSW Health System and the Health Records and Information Privacy Act.

## Capabilities for the role

The NSW Public Sector Capability Framework applies to all NSW public sector employees. The Capability Framework is available at [www.psc.nsw.gov.au/capabilityframework](http://www.psc.nsw.gov.au/capabilityframework)

### Capability summary

Below is the full list of capabilities and the level required for this role. The capabilities in bold are the focus capabilities for this role. Refer to the next section for further information about the focus capabilities.

NSW Public Sector Capability Framework		
Capability Group	Capability Name	Level
 <b>Personal Attributes</b>	Display Resilience and Courage	Adept
	Act with Integrity	Adept
	Manage Self	<b>Adept</b>
	Value Diversity	Intermediate
 <b>Relationships</b>	Communicate Effectively	<b>Advanced</b>
	Commit to Customer Service	Intermediate
	Work Collaboratively	<b>Adept</b>
	Influence and Negotiate	Intermediate
 <b>Results</b>	Deliver Results	<b>Adept</b>
	Plan and Prioritise	Adept
	Think and Solve Problems	<b>Adept</b>
	Demonstrate Accountability	Intermediate
 <b>Business Enablers</b>	Finance	Intermediate
	Technology	Intermediate
	Procurement and Contract Management	Intermediate
	Project Management	<b>Adept</b>
 <b>People Management</b>	Manage and Develop People	Intermediate
	Inspire Direction and Purpose	Intermediate
	Optimise Business Outcomes	<b>Intermediate</b>
	Manage Reform and Change	Intermediate

## Focus capabilities

The focus capabilities for the role are the capabilities in which occupants must demonstrate immediate competence. The behavioural indicators provide examples of the types of behaviours that would be expected at that level and should be reviewed in conjunction with the role's key accountabilities.

### NSW Public Sector Capability Framework

Group and Capability	Level	Behavioural Indicators
<b>Personal Attributes</b> Manage Self	Adept	<ul style="list-style-type: none"> <li>Look for and take advantage of opportunities to learn new skills and develop strengths</li> <li>Show commitment to achieving challenging goals</li> <li>Examine and reflect on own performance</li> <li>Seek and respond positively to constructive feedback and guidance</li> <li>Demonstrate a high level of personal motivation</li> </ul>
<b>Relationships</b> Communicate Effectively	Advanced	<ul style="list-style-type: none"> <li>Present with credibility, engage varied audiences and test levels of understanding</li> <li>Translate technical and complex information concisely for diverse audiences</li> <li>Create opportunities for others to contribute to discussion and debate</li> <li>Actively listen and encourage others to contribute inputs</li> <li>Adjust style and approach to optimise outcomes</li> <li>Write fluently and persuasively in a range of styles and formats</li> </ul>
<b>Relationships</b> Work Collaboratively	Adept	<ul style="list-style-type: none"> <li>Encourage a culture of recognising the value of collaboration</li> <li>Build co-operation and overcome barriers to information sharing and communication across teams/units</li> <li>Share lessons learned across teams/units</li> <li>Identify opportunities to work collaboratively with other teams/units to solve issues and develop better processes and approaches to work</li> </ul>
<b>Results</b> Deliver Results	Adept	<ul style="list-style-type: none"> <li>Take responsibility for delivering on intended outcomes</li> <li>Make sure team/unit staff understand expected goals and acknowledge success</li> <li>Identify resource needs and ensure goals are achieved within budget and deadlines</li> <li>Identify changed priorities and ensure allocation of resources meets new business needs</li> <li>Ensure financial implications of changed priorities are explicit and budgeted for</li> <li>Use own expertise and seek others' expertise to achieve work outcomes</li> </ul>
<b>Results</b> Think and Solve Problems	Adept	<ul style="list-style-type: none"> <li>Research and analyse information, identify interrelationships and make recommendations based on relevant evidence</li> <li>Anticipate, identify and address issues and potential problems and select the most effective solutions from a</li> </ul>

## NSW Public Sector Capability Framework

Group and Capability	Level	Behavioural Indicators
		<p>range of options</p> <ul style="list-style-type: none"> <li>• Participate in and contribute to team/unit initiatives to resolve common issues or barriers to effectiveness</li> <li>• Identify and share business process improvements to enhance effectiveness</li> </ul>
<b>Business Enablers</b> Project Management	Adept	<ul style="list-style-type: none"> <li>• Prepare clear project proposals and define scope and goals in measurable terms</li> <li>• Establish performance outcomes and measures for key project goals, and define monitoring, reporting and communication requirements</li> <li>• Prepare accurate estimates of costs and resources required for more complex projects</li> <li>• Communicate the project strategy and its expected benefits to others</li> <li>• Monitor the completion of project milestones against goals and initiate amendments where necessary</li> <li>• Evaluate progress and identify improvements to inform future projects</li> </ul>
<b>People Management</b> Optimise Business Outcomes	Intermediate	<ul style="list-style-type: none"> <li>• Develop team/unit plans that take into account team capability and strengths</li> <li>• Plan and monitor resource allocation effectively to achieve team/unit objectives</li> <li>• Ensure team members work with a good understanding of business principles as they apply to the public sector context</li> <li>• Participate in wider organisational workforce planning to ensure the availability of capable resources</li> </ul>