

Role Description

Senior Engagement Advisor



Agency	Health Care Complaints Commission
Division/Branch/Unit	Executive Unit
Classification/Grade/Band	Clerk Grade 9/10
Location	Sydney
ANZSCO Code	131114
PCAT Code	3321492
Date of Approval	23 October 2024
Agency Website	www.hccc.nsw.gov.au

About the Health Care Complaints Commission

The Health Care Complaints Commission protects public health and safety by resolving, investigating and prosecuting health care complaints. We are an independent statutory body established under the *Health Care Complaints Act 1993*. Our central role is to maintain the integrity of the NSW health system, with the overarching aim of protecting the health and safety of individuals and the community.

The Commission deals with complaints about all types of health services and providers in NSW, including:

- Health organisations, such as public and private hospitals, medical centres, imaging, and radiation services;
- All registered health practitioners, such as medical practitioners, nurses, dentists, and pharmacists; and
- All non-registered health practitioners, such as naturopaths, massage therapists, and alternative health care providers.

The Commission aims to provide a system of complaints handling which is customer-focused, accessible, responsive, transparent, and accountable.

We are committed to engaging with health consumers and health providers to ensure our role as an independent regulator is understood, that our services are accessible, and that we support effective complaints management and patient-centred care.

Primary purpose of the role

The Senior Engagement Advisor is responsible for shaping and implementing the Health Care Complaints Commission's overarching engagement strategy. With a strategic focus, this role will enhance public

understanding of the Commission's complaints handling framework and foster productive relationships with a wide range of stakeholders.

The Senior Engagement Advisor will lead initiatives to increase visibility, promote the Commission's objectives, and ensure engagement activities are targeted, impactful, and reflective of stakeholder needs, whilst being cultural sensitivity and data informed.

Key accountabilities

- **Strategic Planning and Execution:** Drive the development of a data-driven engagement strategy that identifies and prioritises key stakeholder groups. This strategy will outline targeted initiatives to increase awareness of the Commission's functions and enhance engagement with health sector organisations, consumer advocacy groups, and communities.
- **Proactive Stakeholder Engagement:** Lead strategic outreach initiatives that communicate the Commission's powers, processes, and impact. Ensure that engagement efforts are coordinated to foster trust and strengthen community relationships.
- **Building Strong Partnerships:** Develop and maintain effective relationships with stakeholders, including Government agencies, health service providers, consumer health services, and advocacy organisations. Collaborate with these partners to enhance visibility and ensure stakeholders are informed and engaged.
- **Internal Collaboration:** Partner with internal teams to align resources and engagement activities, promoting a whole-of-Commission approach to messaging that reinforces the Commission's role and purpose.
- **Feedback Pathways:** Create channels for stakeholder feedback to inform and improve the Commission's practices. Use these insights to refine engagement strategies and develop educational resources.
- **Data-Informed Engagement:** Utilise data and research to inform engagement activities, ensuring alignment with stakeholder expectations and maximising outreach effectiveness.
- **Culturally Responsive Practices:** Embed cultural competence in engagement activities with Aboriginal and Torres Strait Islander communities and CALD groups, ensuring outreach is inclusive and respectful of diverse perspectives.

Key challenges

- **Delivering Strategic Engagement with High Impact:** This role is centred on enhancing public trust, confidence and awareness of the Commission through well-planned, high-quality engagement activities. Success requires innovative strategies that are both impactful, reflective of stakeholder needs and within the resource capabilities of the Commission.
- **Balancing Proactive Outreach with Responsiveness:** The Senior Engagement Advisor must maintain a proactive stance on engagement, while also being agile enough to respond to emerging issues and stakeholder feedback. Achieving this balance is crucial for sustaining trust and relevance in the community.
- **Supporting a Cohesive Approach Across the Commission:** This role involves managing a Commission-wide approach to engagement, promoting a collaboration across teams, ensuring alignment with the Commission's objectives and messaging.
- **Incorporating Diverse Stakeholder Perspectives:** While cultural sensitivity and data-informed practices are supporting elements, the primary focus remains on ensuring the Commission's

engagement strategies are strategically sound and resonate with the needs and expectations of all stakeholders.

Key relationships

Who	Why
Internal	
Executive	<ul style="list-style-type: none"> • Design a stakeholder engagement strategy and plans that align with the Commission’s strategic priorities. • Identify stakeholder engagement opportunities for the Executive. • Support Executive needs with training, best practice advice and collateral.
Manager	<ul style="list-style-type: none"> • Provide regular status reports and review progress of work priorities ensuring alignment with the stakeholder engagement strategy and plan. • Escalate issues and discuss actions and solutions to day-to-day problems and reputational risks. • Support the management of the Commission’s brand and visual identity.
Commission staff	<ul style="list-style-type: none"> • Liaison on content for information and training presentations and materials. • Coordinate outreach activities with relevant staff, including supporting in external training and presentations. • Foster a customer-centric ethos.
External	
Ministry of Health, Local Health Districts, health professional and consumer bodies, the NSW Clinical Excellence Commission, and other stakeholder organisations.	<ul style="list-style-type: none"> • Liaise regarding issues of interest to the Commission and project work to promote the Commission and its functions.
Co-regulatory partners within NSW and Australia, and health providers in NSW.	<ul style="list-style-type: none"> • Foster collaborative relationships and partnerships. • Provide education to health service providers and how to work in a constructive manner when providing information regarding a complaint.

Role dimensions

Decision making

The Senior Engagement Advisor operates with autonomy on projects, working with internal and external collaborators. The role is accountable for the delivery of assigned work and is responsible for the quality, integrity and validity of the service provided, within approved delegations.

Reporting line

This role reports directly to the Communications and Engagement Lead.

Direct reports

N/A

Budget/Expenditure

N/A

Essential Requirements

Relevant tertiary qualifications and/or significant experience in stakeholder engagement.

Key Knowledge & Experience

Demonstrated experience in developing and executing effective stakeholder engagement strategies and initiatives.

Strong ability to clearly and concisely communicate and present research findings and data to a diverse range of external stakeholder groups.





Proven knowledge and expertise in contemporary co-design principles and practices, with a focus on collaborative, inclusive approaches.

Capabilities for the Role

The NSW Public Sector Capability Framework applies to all NSW public sector employees and provides a set of core capabilities required for effective performance. More details on the Capability Framework can be found at www.psc.nsw.gov.au/capabilityframework.

Capability Summary

Below is a comprehensive list of the capabilities required for this role, including the proficiency levels. The bolded capabilities are those most critical to the role, with further details provided in the following section.

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

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
Personal Attributes Manage Self	Advanced	<ul style="list-style-type: none"> Look for and take advantage of opportunities to learn new skills and develop strengths Show commitment to achieving challenging goals Examine and reflect on own performance Seek and respond positively to constructive feedback and guidance Demonstrate a high-level of personal motivation
Relationships Communicate Effectively	Advanced	<ul style="list-style-type: none"> Present with credibility, engage diverse audiences and test levels of understanding

NSW Public Sector Capability Framework

Group and Capability	Level	Behavioural Indicators
		<ul style="list-style-type: none"> • Translate technical and complex information clearly and concisely for diverse audiences • Create opportunities for others to contribute to discussion and debate • Contribute to and promote information sharing across the organisation • Manage complex communications that involve understanding and responding to multiple and divergent viewpoints • Explore creative ways to engage diverse audiences and communicate information • Adjust style and approach to optimise outcomes • Write fluently and persuasively in plain English and in a range of styles and formats
Relationships Work Collaboratively	Advanced	<ul style="list-style-type: none"> • Encourage a culture of recognising the value of collaboration • Build co-operation and overcome barriers to information sharing and communication across teams/units • Share lessons learned across teams/units • Identify opportunities to work collaboratively with other teams/units to solve issues and develop better processes and approaches to work
Results Deliver Results	Intermediate	<ul style="list-style-type: none"> • Take responsibility for delivering on intended outcomes • Make sure team/unit staff understand expected goals and acknowledge success • Identify resource needs and ensure goals are achieved within budget and deadlines • Identify changed priorities and ensure allocation of resources meets new business needs • Ensure financial implications of changed priorities are explicit and budgeted for • Use own expertise and seek others' expertise to achieve work outcomes
Results Plan and Prioritise	Intermediate	<ul style="list-style-type: none"> • Take into account future aims and goals of the team/unit and organisation when prioritising own and others' work • Initiate, prioritise, consult on and develop team/unit goals, strategies and plans • Anticipate and assess the impact of changes, such as government policy/economic conditions, on team/unit objectives and initiate appropriate responses • Ensure current work plans and activities support and are consistent with organisational change initiatives

NSW Public Sector Capability Framework

Group and Capability	Level	Behavioural Indicators
Business Enablers Project Management	Adept	<ul style="list-style-type: none">• Evaluate achievements and adjust future plans accordingly• Perform basic research and analysis which others will use to inform project directions• Understand project goals, steps to be undertaken and expected outcomes• Prepare accurate documentation to support cost or resource estimates• Participate and contribute to reviews of progress, outcomes and future improvements• Identify and escalate any possible variance from project plans