

POSITION DESCRIPTION

NNSWLHD - Health Manager Level 1 - Recruitment Marketing Officer

Our CORE values
Collaboration Openness Respect Empowerment



Organisation	NSW Health
Local Health District / Agency	Northern NSW Local Health District
Position Classification	Health Mgr Lvl 1
State Award	Health Managers (State) Award
Category	Human Resources and Recruitment Recruitment and Resourcing Recruitment and Resourcing Officer
Website	www.nnswlhd.health.nsw.gov.au/

PRIMARY PURPOSE

Planning, designing and implementing recruitment marketing strategies to support the workforce needs of Northern NSW Local Health District (NNSWLHD), working with both internal and external stakeholders to provide the LHD with a competitive advantage in the marketplace and to optimise recruitment pools.

COVID-19 VACCINATION COMPLIANCY

All NSW Health workers are required to have completed a primary course of a COVID-19 vaccine which has been approved or recognised by the Therapeutics Goods Administration (TGA). New applicants must have completed the vaccination course prior to commencement with NSW Health, or provide an approved medical contraindication certificate certifying the worker cannot have any approved COVID-19 vaccines available in NSW. Acceptable proof of vaccination is the Australian Immunisation Register (AIR) Immunisation History Statement or AIR COVID-19 Digital Certificate. Booster doses are highly recommended for all health care workers who have completed the primary course of COVID-19 vaccinations. Please provide proof of booster vaccination if available.

ESSENTIAL REQUIREMENTS

Valid unrestricted drivers' licence for use in NSW/Australia.

Responsibilities under WHS - Supervisor

As a leader you are expected to support the organisation achieve the aims of the safety management system, to establish and maintain a positive health and safety culture in the workplace and to consult with workers and others when making decisions that may impact upon the health, safety and welfare of those in the workplace.

KEY ACCOUNTABILITIES

Collaborate and build strong relationships with key stakeholders to accurately identify and evaluate hiring needs across the organisation in alignment with strategic priorities, and respond with the design and implementation of effective recruitment attraction and marketing solutions consistent with organisational branding.

Develop and implement talent sourcing solutions including, social media platforms, employer branding and targeted advertising campaigns to enhance applicant quality and quantity, build candidate pools and pipelines for hard to fill positions across the organisation.

Lead targeted marketing campaigns in conjunction with the LHD recruitment team and other key stakeholders, utilising existing content and design and develop new materials in line with NSW Health policies and procedures.

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Maintain and update content for the NNSWLHD careers web page targeting the full range of all disciplines.

Enable competitive advantage by working across the organisation to develop the Employee Value Proposition (EVP), and promote the provision of a superior candidate experience and a range of employee centred offerings, including incentives and benefits.

Plan, design, implement and evaluate, in collaboration with the Manager Recruitment Services, evidence based marketing strategies, policies and procedures which enable the organisation to achieve key workforce priorities and future workforce sustainability.

Promote the use of innovative and strategic talent acquisition solutions tailored for diverse business lines as required to support their strategic, operational and performance expectations and provide exceptional customer service for their workforce planning goals and recruitment needs.

Analyse and report on the effectiveness of recruitment campaigns and initiatives to demonstrate progress against Key Performance Indicators (KPIs) and operational goals, using the data to further refine processes and achieve quality recruitment outcomes for the LHD.

KEY CHALLENGES

- Balancing competing demands within a complex, high volume environment while maintaining resilience, consistency and a high level of customer service.
- Maintaining a focus on hard to fill positions/areas of need and key challenges for the organisation in the context of high volume recruitment and multiple competing priorities within the LHD.

KEY RELATIONSHIPS	
Who	Why
Manager	Professional and operational leadership and management Provides guidance, direction and feedback in relation to the delivery of quality care/service. Receive direction, broad supervision, development opportunities and feedback in relation the duties of this role and communicate achievements and challenges.
Team members	Provide support to other team members within the service/ unit in the provision of a quality service.
Key internal stakeholders	Providing regular communications and feedback opportunities to all internal stakeholders. Collaborate with the Media Unit to ensure consistency with the organisations values and branding.
External service providers and other organisations	Establish and maintain partnerships with key external stakeholders to ensure LHD services are represented and are working in collaboration with other parties.

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SELECTION CRITERIA

1. Relevant tertiary qualifications and/or relevant recruitment marketing experience within a large and complex organisation, supporting the development, implementation and evaluation of recruitment marketing strategies
2. Demonstrated ability to communicate, network, engage and consult effectively with internal and external stakeholders
3. Demonstrated ability to analyse situations, problem solve and plan effective recruitment strategies, using innovative approaches when required
4. High level skills in information and communication technology (ICT), computer software and marketing tools (including social media) with the ability to readily learn and adapt to new systems/programs
5. Demonstrated ability to organise workloads effectively to meet competing priorities in a busy, complex and dynamic work environment
6. Excellent written and oral communication skills, including the ability to effectively collaborate with a wide range of stakeholders to understand their needs and effectively motivate engagement with potential solutions
7. Valid unrestricted drivers' licence for use in NSW/Australia and willingness to travel in the course of employment

OTHER REQUIREMENTS

Professional Behaviour and Communication

All employees are required to achieve, uphold and model a high standard of professional behaviour and communication.

- Any conduct on your part, whether during or outside business hours, which has the capacity to affect or damage the professional reputation of NSW Health, or your ability to uphold that reputation or image, could lead to disciplinary action, including dismissal
- Appropriate professional behaviour incorporates all levels of interpersonal behaviour, including formal and informal communication with colleagues, patients and carers

All employees are responsible for:

- Complying with all current NSW Health and NNSWLHD policies, including the NSW Health Code of Conduct
- Complying with profession-specific Code of Ethics/Code of Professional Conduct and Scope of Practice

Workplace Culture

Your workplace behaviours and practices are expected to:

- Proactively contribute to a positive, productive and safe workplace culture
- Adhere to the CORE values of Collaboration, Openness, Respect and Empowerment identified in the NSW Health Workplace Culture Framework

Privacy

All employees are expected to comply with personal information protection principles and health privacy principles as per the NSW Health Privacy Manual for Health Information, NSW Health and NNSWLHD privacy policies and procedures, and relevant legislation:

- Privacy and Personal Information Protection Act 1998 (NSW)
- Health Records and Information Privacy Act 2002 (NSW)

Performance

POSITION DESCRIPTION

NNSWLHD - Health Manager Level 1 - Recruitment Marketing Officer

All employees will:

- Have a performance agreement with their manager, linking individual performance objectives and role requirements to corporate objectives
- Participate in an annual performance appraisal
- Be responsible, with the support of their managers, for proactively developing their own performance to meet expectations and achieve objectives
- Actively contribute to their performance management by having open and honest conversations with managers and colleagues and providing and receiving constructive feedback

Quality Improvement

NNSWLHD complies with the National Safety and Quality Health Service Standards. All employees are expected to:

- Be aware of and comply with their responsibilities under the Standards
- Actively participate in quality improvement initiatives within their teams
- Participate in organisation-wide quality improvement activities as required

Workplace Health & Safety

All employees have responsibilities under the Workplace Health & Safety Act of 2011. Signing this Position Description confirms you understand the responsibilities relevant to your role.

Risk Management

All employees are expected to notify into the incident management system any incidents and patient complaints which occur in your own area (both clinical and corporate incidents).

All employees will:

- Identify and manage risks in your own area, and report risks to your manager which are beyond your capacity or authority to manage

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CAPABILITIES FOR THE ROLE

The NSW Public Sector Capability Framework applies to all NSW public sector employees. The Capability Framework is available via the [Public Service Commission website](#).

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
	Display Resilience and Courage	Intermediate
	Act with Integrity	Intermediate
	Manage Self	Adept
	Value Diversity	Intermediate
	Communicate Effectively	Intermediate
	Commit to Customer Service	Intermediate
	Work Collaboratively	Foundational
	Influence and Negotiate	Intermediate
	Deliver Results	Intermediate
	Plan and Prioritise	Foundational
	Think and Solve Problems	Intermediate
	Demonstrate Accountability	Intermediate
	Finance	Intermediate
	Technology	Adept
	Procurement and Contract Management	Intermediate
	Project Management	Intermediate

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NNSWLHD - Health Manager Level 1 - Recruitment Marketing Officer

NSW Public Sector Capability Framework

Group and Capability	Level	Behavioural Indicators
Personal Attributes Act with Integrity	Intermediate	<ul style="list-style-type: none"> • Represent the organisation in an honest, ethical and professional way • Support a culture of integrity and professionalism • Understand and follow legislation, rules, policies, guidelines and codes of conduct • Help others to understand their obligations to comply with legislation, rules, policies, guidelines and codes of conduct • Recognise and report misconduct, illegal or inappropriate behaviour • Report and manage apparent conflicts of interest
Personal Attributes Manage Self	Adept	<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	Intermediate	<ul style="list-style-type: none"> • Focus on key points and speak in 'Plain English' • Clearly explain and present ideas and arguments • Listen to others when they are speaking and ask appropriate, respectful questions • Monitor own and others' non-verbal cues and adapt where necessary • Prepare written material that is well structured and easy to follow by the intended audience • Communicate routine technical information clearly
Relationships Work Collaboratively	Foundational	<ul style="list-style-type: none"> • Work as a supportive and co-operative team member, share information and acknowledge others' efforts • Respond to others who need clarification or guidance on the job • Step in to help others when workloads are high • Keep team and supervisor informed of work tasks
Results Deliver Results	Intermediate	<ul style="list-style-type: none"> • Complete work tasks to agreed budgets, timeframes and standards • Take the initiative to progress and deliver own and team/unit work • Contribute to allocation of responsibilities and resources to ensure achievement of team/unit goals • Seek and apply specialist advice when required
Results	Intermediate	<ul style="list-style-type: none"> • Take responsibility and be accountable for own actions

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Group and Capability	Level	Behavioural Indicators
Demonstrate Accountability		<ul style="list-style-type: none">• Understand delegations and act within authority levels• Identify and follow safe work practices, and be vigilant about their application by self and others• Be alert to risks that might impact the completion of an activity and escalate these when identified• Use financial and other resources responsibly
Business Enablers Finance	Intermediate	<ul style="list-style-type: none">• Understand basic financial terminology, policies and processes, including the difference between recurrent and capital spending• Take account of financial and budget implications, including value for money in planning decisions• Present basic financial information to a target audience in an appropriate format• Understand financial audit, reporting and compliance obligations and the actions needed to satisfy them• Display an awareness of financial risk and exposure and solutions to address these
Business Enablers Technology	Adept	<ul style="list-style-type: none">• Demonstrate a sound understanding of technology relevant to the work unit, and identify and select the most appropriate technology for assigned tasks• Identify opportunities to use a broad range of communications technologies to deliver effective messages• Understand, act on and monitor compliance with information and communications security and use policies• Identify ways to leverage the value of technology to achieve team/unit outcomes, using the existing technology of the business• Support compliance with the records, information and knowledge management requirements of the organisation

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Job Demands for: NNSWLHD - Health Manager Level 1 - Recruitment Marketing Officer

Physical Demands	
<p>Sitting - remaining in a seated position to perform tasks</p> <p>Constant</p>	<p>Standing - remaining standing without moving about to perform tasks</p> <p>Infrequent</p>
<p>Walking - floor type: even/uneven/slippy, indoors/outdoors, slopes</p> <p>Occasional</p>	<p>Running - floor type: even/uneven/slippy, indoors/outdoors, slopes</p> <p>Not Applicable</p>
<p>Bend/Lean Forward from Waist - forward bending from the waist to perform tasks</p> <p>Not Applicable</p>	<p>Trunk Twisting - turning from the waist while sitting or standing to perform tasks</p> <p>Not Applicable</p>
<p>Leg/Foot Movement - use of leg and/or foot to operate machinery</p> <p>Not Applicable</p>	<p>Squatting/Crouching - adopting a squatting or crouching posture to perform tasks</p> <p>Not Applicable</p>
<p>Kneeling - remaining in a kneeling posture to perform tasks</p> <p>Not Applicable</p>	<p>Climbing (stairs/ladders) - ascend/descend stairs, ladders, steps</p> <p>Not Applicable</p>

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<p>Lifting/Carrying - light lifting and carrying (0 to 9 kg)</p> <p>Frequent</p>	<p>Lifting/Carrying - moderate lifting and carrying (10 to 15 kg)</p> <p>Not Applicable</p>
<p>Lifting/Carrying - heavy lifting and carrying (16kg and above)</p> <p>Not Applicable</p>	<p>Reaching - arms fully extended forward or raised above shoulder</p> <p>Not Applicable</p>
<p>Pushing/Pulling/Restraining - using force to hold/restrain or move objects toward or away from the body</p> <p>Not Applicable</p>	<p>Head/Neck Postures - holding head in a position other than neutral (facing forward)</p> <p>Frequent</p>
<p>Hand and Arm Movements - repetitive movements of hands and arms</p> <p>Constant</p>	<p>Grasping/Fine Manipulation - gripping, holding, clasping with fingers or hands</p> <p>Frequent</p>
<p>Work at Heights - using ladders, footstools, scaffolding, or other objects to perform work</p> <p>Not Applicable</p>	<p>Driving - Operating any motor powered vehicle</p> <p>Occasional</p>

Sensory Demands

<p>Sight - use of sight is an integral part of work</p>	<p>Hearing - use of hearing is an integral part of</p>
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<p>performance (e.g. viewing of X-Rays, computer screens)</p> <p>Constant</p>	<p>work performance (e.g. Telephone enquiries)</p> <p>Frequent</p>
<p>Smell - use of smell is an integral part of work performance (e.g. working with chemicals)</p> <p>Not Applicable</p>	<p>Taste - use of taste is an integral part of work performance (e.g. food preparation)</p> <p>Not Applicable</p>
<p>Touch - use of touch is an integral part of work performance</p> <p>Not Applicable</p>	

Psychosocial Demands

<p>Aggressive and Uncooperative People - e.g. drug/alcohol, dementia, mental illness</p> <p>Not Applicable</p>	<p>Unpredictable People - e.g. dementia, mental illness, head injuries</p> <p>Not Applicable</p>
<p>Restraining - involvement in physical containment of patients/clients</p> <p>Not Applicable</p>	<p>Exposure to Distressing Situations - e.g. child abuse, viewing dead/mutilated bodies</p> <p>Not Applicable</p>
<p>Distressed People - e.g. emergency or grief situations</p>	

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Infrequent

Environmental Demands

Hazardous Substances - e.g. dry chemicals, glues

Not Applicable

Dust - exposure to atmospheric dust

Not Applicable

Gases - working with explosive or flammable gases requiring precautionary measures

Not Applicable

Fumes - exposure to noxious or toxic fumes

Not Applicable

Liquids - working with corrosive, toxic or poisonous liquids or chemicals requiring PPE

Not Applicable

Noise - environmental/background noise necessitates people raise their voice to be heard

Not Applicable

Inadequate Lighting - risk of trips, falls or eyestrain

Not Applicable

Sunlight - risk of sunburn exists from spending more than 10 minutes per day in sunlight

Not Applicable

Extreme Temperatures - environmental temperatures are less than 15°C or more than 35°C

Not Applicable

Confined Spaces - areas where only one egress (escape route) exists

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<p>Slippery or Uneven Surfaces - greasy or wet floor surfaces, ramps, uneven ground</p> <p>Not Applicable</p>	<p>Inadequate Housekeeping - obstructions to walkways and work areas cause trips and falls</p> <p>Infrequent</p>
<p>Working At Heights - ladders/stepladders/scaffolding are required to perform tasks</p> <p>Not Applicable</p>	<p>Biological Hazards - exposure to body fluids, bacteria, infectious diseases</p> <p>Not Applicable</p>