

Position Description	
Position Title	Community Engagement Lead
Award	Social, Community, Home Care and Disability Services Industry Award 2010.
Classification	Social and Community Services Worker Level 6 – PP1
Tenure Status	Ongoing
Hours of work	22.8 – 30.4 hours per week, 0.6 – 0.8 FTE – actual hours of work to be negotiated. *Base FTE - noting hours may be increased temporarily or permanently due to operational requirements, funding agreements and or/or service delivery demands. All variations will be undertaken in consultation with the appointee.
Position Location	PANDA's office is located in North Fitzroy. Flexible or remote working options may be negotiated.
Reports to	Marketing and Communications Manager
Supervisor to	Champions who may be undertaking activity with PANDA
Liaises with	Leadership team Staff across the organisation Community & Clinical Champions/Community Education and Training Volunteers Community organisations and CALD/diverse community members
Authorities and Delegations	As defined and delegated by the CEO and PANDA Board policies

PANDA's Purpose
PANDA supports individuals and families across Australia affected by emotional and mental health difficulties during pregnancy and in the first year of parenthood. PANDA operates Australia's only National Helpline for individuals and their families to recover from perinatal mental illness like perinatal anxiety and depression, which affects up to one in five expecting or new mums and one in ten expecting or new dads.

PANDA's Service Delivery
PANDA currently receives both Commonwealth and State government funding to deliver a range of services to families affected by perinatal mental health challenges and to provide education to professionals and the community. PANDA also undertakes a range of fundraising activities, generating additional funds required to maintain and improve services and programs.

PANDA's Vision	
A society where perinatal mental health is valued and understood and where stigma and systemic barriers to seeking help no longer exist.	

PANDA's Values	
Accountability	We take responsibility for our actions and are accountable to each other and our stakeholders for our performance and integrity.
Collaboration	We work collaboratively with others to share knowledge, skills and experiences.
Effectiveness	We strive to be effective, make the best use of resources and encourage innovation.
Equity	We are committed to overcoming discrimination and disadvantage and promote fair and just access to services and information.
Integrity	We act with integrity and honesty and are guided by ethical and moral principles in all that we do.
Respect	We treat people with respect and dignity at all times.

About this position
<p>This position leads the ongoing strategy and development of PANDA's community engagement and participation model, ensuring that we undertake activity in a quality, safe and person-centred manner that is planned, implemented, and evaluated.</p> <p>Through this engagement and participation model, this role will actively engage with our community (people with lived experience and clinicians who support them) to undertake or support a range of targeted activities, ensuring we inform, consult, involve, collaborate, and empower them (in line with the IAP2 Spectrum of Public Participation).</p> <p>The individual undertaking this role will be passionate about engaging our community to actively collaborate and will be excited about working with people across our organisation to ensure the voice of new and expecting parents, and their clinical supports informs our programs, services, and approaches.</p>

Key Responsibilities
<p>PANDA sees community engagement and participation as fundamental to the work that we do across the organisation. It is essential that the individual working within this role understands the power of person-centred approaches and is passionate about working with our community.</p> <p>Development</p> <ul style="list-style-type: none"> • Lead the development of the organisation's Community Engagement and Participation approach, in line with evidence-based and best practice frameworks • Ensure a partnership model is considered to inform external approaches for Champion engagement that supports the Champion community and aligns with our Strategic Plan and funded priorities • Provide ongoing guidance and support internally and externally for planning and delivering targeted community engagement activities • Develop digital engagement and induction content to reduce time needed to inform and on-board new champions • Oversee the recruitment model of Champion Engagement Volunteers • Use digital channels to ensure Champions clearly understand PANDA's services, and build their understanding of perinatal mental health

- Contribute to policies and procedures needed to guide PANDA’s community engagement and participation activity
- Develop strategic partnerships activity that grows the Community Engagement program

Engagement

- Lead the promotion of PANDA’s Champions Program
- Consider creative approaches to engage champions from diverse and target communities and cohorts
- Lead the development of PANDA’s annual Community Engagement and Participation Work Plan, this may include community education activity, media engagement, marketing and communications campaigns etc.
- Work collaboratively to build awareness of PANDAs Community Engagement and Participation model
- Develop and implement strategies to keep Community and Clinical Champions engaged with PANDA
- Respond requests for PANDA Champions to undertake engagement activity from external organisations

Participation

- Support meaningful participation of PANDA’s Community and Clinical Champions on key internal and external activity
- Support Champions to understand the range of participation activities and roles including awareness raising, consumer participation, Champion Engagement Volunteers and marketing campaigns available across the organisation
- Provide support via Champion Engagement Volunteers to people participating in PANDA’s community events and activities, including consumer participation, health promotion and training programs, through supported recruitment and training of Community Education and Training volunteers, as required

Oversight & reporting

- Using Salesforce, maintain records of the Community Engagement and Participation activity across the organisation
- Develop and implement effective systems to document and monitor PANDA Champion activity
- Consider opportunities internally and externally to evaluate and improve the Community Engagement and Participation activity
- Manage Community Engagement and Participation activity data, including liaison with Community Education and Training volunteers
- Undertake other tasks as required to support PANDA’s mission and purpose

Key Selection Criteria

Essential

- Experience working in community development, consumer participation or health promotion role
- Experience recruiting and leading and supporting volunteers and team members to undertake targeted activity
- Understanding how to work alongside people with lived experience and have capacity to work sensitively and effectively with people at all times
- Demonstrated capacity to plan, develop, implement and monitor programs and campaigns
- Excellent written and oral communication skills resulting in key document/ guidance development
- Sound program/ activity planning and management skills
- Able to develop and maintain effective working relationships with a wide range of internal and external stakeholders

	<ul style="list-style-type: none"> • Highly developed organisational skills and ability to undertake tasks efficiently and within deadlines • Proficiency with a range of software programs including web-based information and data systems
Desirable	<ul style="list-style-type: none"> • Experience using Salesforce is highly desirable • Understanding of progressive models of community and consumer engagement and participation • Experience managing online communities, in particular Facebook
Personal Qualities:	<ul style="list-style-type: none"> • Understanding of, and commitment to, the importance of undertaking all external facing activity in collaboration with people with lived experience to ensure person centred approaches are delivered • Ability to work sensitively with all volunteers who have lived experience of perinatal mental illness and vulnerability • Able to collaborate within a team environment with a wide range of staff and volunteers • Energy and passion for the work that we do across the organisation and with our community • Commitment to working in line with PANDA values.

Health and Safety Responsibilities

All staff are required to take reasonable care for their own health and safety, and the health and safety of others who may be affected by their conduct.

Employee Name

Employee Signature

Date

Reviewed: 31 August 2021