**EXECUTIVE SUMMARY**

This is an exclusively challenging yet equally fulfilling opportunity to plan, design and lead the delivery of a broad range of marketing and recruitment strategies to enable a fully complemented and supported fit for purpose rural and remote health service workforce in one of the most vulnerable health populations in Australia.

As Recruitment Marketing Lead for the District, you can rest assured that no two days are ever the same! From designing and implementing marketing strategies, policies and procedures for complex recruitment to leading a wide range of business solutions that focus on future workforce sustainability and achieving key workforce priorities, you’ll be exposed to an extremely diverse range of people, businesses, systems, skills, experiences, challenges and opportunities that will accelerate your career and strengthen you as a professional.

If you’re a highly driven, capable, resilient, organised and passionate leader wanting to improve rural and remote public health services with your creative, solutions-focused attitude in one hand and your impeccable eye for detail and track record of quality outcomes in the other, then the next 12 months could be a year of immense growth for you!

The demands of the role require you to work at a high level in a complex and high-pressure environment, but we will support you with a thorough and tailored training and onboarding program and a great support network along the way.

**EXPECTATIONS OF THE ROLE**

As Recruitment Marketing Lead for the WNSWLHD you will ultimately be responsible for:

- Delivering on goals set out in your 2019-2020 Action Plan and planning for 2020-2021. This work includes planning, designing, implementing and evaluating evidence based recruitment and marketing strategies, policies and procedures to enable our key workforce priorities
- Partnering with key stakeholders, both internal and external to the organisation, to identify and evaluate hiring needs across the workforce and respond with effective solutions
- Providing quality leadership and expert recruitment marketing direction, advice, education and support to your Department, LHD Executive, project teams and managers across the organisation
- Enabling competitive advantage, superior candidate experiences and employee-centre offerings
- Drafting and reviewing correspondence and materials for your Department, Directorate and Executive
LENGTH OF APPOINTMENT & START DATE

This is a 12-month temporary full-time maternity leave relief position with the potential for part-time hours after 12 months. The start date will be mid to late July 2019 to allow adequate time for a formal orientation and handover with the successful candidate.

Applications will be open until Sunday 16th June 2019. The approximate timeline for recruitment will be:

<table>
<thead>
<tr>
<th>Event</th>
<th>Dates</th>
</tr>
</thead>
<tbody>
<tr>
<td>Applications Open</td>
<td>24 May - 16 Jun</td>
</tr>
<tr>
<td>Interviews Held</td>
<td>20 Jun - 21 Jun</td>
</tr>
<tr>
<td>Candidate Shortlisting</td>
<td>17 Jun</td>
</tr>
<tr>
<td>Referee Checks, Recommendation</td>
<td>24 Jun - 5 Jul</td>
</tr>
<tr>
<td>&amp; Pre-employment Checks</td>
<td></td>
</tr>
<tr>
<td>Letter of Offer</td>
<td>5 July</td>
</tr>
<tr>
<td>Training &amp; Onboarding</td>
<td>29 July - 9th Aug</td>
</tr>
</tbody>
</table>

SALARY & BENEFITS

Remuneration is commensurate with the Health Managers (State) Level 3 Award Salary Band ($110,961 - $126,496 per annum plus super) and is dependent on skills and experience.

Our salary-packaging provider is SalaryPackagingPLUS who provides access to a range of tax benefits. As an employee of NSW Health, you will also have access to our corporate health and fitness program, the Fitness Passport.

LOCATION & BUSINESS HOURS

The location for this position is negotiable, however the preferred located for the successful candidate is Orange.

The main office building for the department is located on Bloomfield Campus in Orange and business hours are 8:00am to 4:30pm. Parking at the building is always free and unrestricted.

WORK TRAVEL

Occasional overnight stays and travel are a requirement of this role. This provides you with the opportunity to explore the region, attend key events, build meaningful relationships and understand the needs of the organisation and those of your key stakeholders.
You will have access to a pool car and meal allowances when travelling for work purposes. Accommodation will also be provided and arranged through our own Travel Booking Centre.

NOTE TO CANDIDATES

Applications from candidates external to NSW Health (non-employees), internal to NSW Health (existing employees) and other public sector agencies are all welcome to apply. Cross-agency secondments between NSW Health and other public sector agencies will also be supported to ensure a continuation of service.

Aboriginal & Torres Strait Islander people are encouraged to apply for this position.

Our Local Health District provides tailored support to people working with a disability. This can be disclosed and organised during the pre-employment phase when completing the Employee Health Assessment documentation.

ABOUT WORKFORCE & CULTURE (YOUR DIRECTORATE)

The Workforce & Culture Directorate is a people-centred service, which supports the overall operations of the WNSWLHD workforce including Allied Health, Aboriginal Health & Wellbeing, Chief Executive Unit, Clinical Quality, Safety & Nursing, Communications & Engagement, Corporate Services & Clinical Support, Integrated Primary Care & Partnerships, Medical Services, Operations and Planning, Performance & Funding.

The Directorate consists of five departments including Recruitment & Workforce Systems, Human Resources, Employee Assistance, Risk Management and the Organisation Development Unit.

Workforce & Culture’s aim is to enable excellence in rural and remote healthcare by providing leadership and support to secure, maintain and develop a skilled and valued fit for purpose workforce for now and the future.

ABOUT RECRUITMENT & WORKFORCE SYSTEMS (YOUR DEPARTMENT)

Recruitment & Workforce Systems provide recruitment and selection, recruitment marketing, staff health, human resource information systems (HRIS) and rostering services to the WNSWLHD workforce.

The department goals include leadership in recruitment marketing, implementing effective attraction strategies for the organisation, improving workforce data to support organisational decisions and workforce planning, and improving rostering performance to meet internal and external performance indicators.

The Recruitment & Workforce Systems Department includes the Department Manager, Recruitment Marketing Lead, Recruitment Coordinator, 8 x Recruitment Advisors, StaffLink Coordinator, 3 x HealthRoster Administrators, Staff Health Clinical Support Officer and the Clinical Nurse Consultant Staff Health for Workforce Recruitment Screening & Vaccination.
ABOUT WESTERN NSW LOCAL HEALTH DISTRICT

The Western NSW Local Health District is one of the largest Local Health Districts in New South Wales, covering an area of 246,676 square kilometres, greater than the size of Great Britain. We deliver health services to an estimated resident population of approximately 276,000 people.

Our organisation hosts the largest rural mental health service in Australia, three major rural referral hospitals in Orange, Dubbo and Bathurst, 50 primary and community health centres, 38 inpatient facilities including 25 Multipurpose Services, and District Health Services at Mudgee, Cowra, Parkes and Forbes.

Our region has some of the most vulnerable population in NSW, and even Australia, who generally have a lower socio-economic status, shorter life expectancy, and poorer health outcomes than other people living in NSW.

Our Local Health District is passionate about:

- Improving the health and wellbeing of Aboriginal and Torres Strait Islander people - who represent 11.1% of our total population
- Enhancing the resilience, mental health and social and emotional wellbeing of our communities living in rural and remote regions
- Utilising Telehealth technologies to remove the stress of patients and their families travelling long distances to receive care; and
- Providing integrated care to improve the connection and resourcing of our health workforce, so they can focus on providing the highest quality care that responds to all of a person’s health needs.

OUR ORGANISATIONAL CULTURE

Life at Western NSW Local Health District is rewarding, progressive and diverse.

At Western NSW Health, we have built a collaborative, people-focused culture. Our vision - Healthier Rural People - Thriving Communities - provides a benchmark for our partnership and leadership approach to improving the health and wellbeing of people living in regional and remote areas of New South Wales.
As employees of NSW Health, there is no higher responsibility than to provide a high quality and caring environment for our patients, clients and co-workers. It only takes one person to make a difference, positive or negative. When we choose to work within the Western NSW Local Health District, we are choosing to commit to and be accountable for demonstrating the CORE values and behaviours of Collaboration, Openness, Respect and Empowerment.

To embed the CORE values into our Local Health District, our staff created the Living Well Together strategy. Living Well Together is our philosophy and a reflection of our values. It is a platform we build together to deliver consistent high quality health care.

**LIVING IN ORANGE NSW**

Arts, Culture & Community!

Long renowned for its premier food and wine culture, exquisite arts, beautifully manicured gardens, sweeping vistas and colourful streetscapes - Orange is a popular regional city located in the Central West of NSW.

The perfect blend of country and city, Orange has an affordable real estate market where you are spoilt for choice with heritage-listed homesteads, rental properties, farms, new housing estates and investment opportunities.

There are world-class performance facilities, a broad range of health and fitness amenities including several 24 hour gyms, a heated indoor aquatic centre and 3 golf courses, year-round sporting calendars for all ages and excellent education institutions from early learning centres to private and public schooling. Orange is also home to Charles Sturt University and TAFE Western.

Lake Canobolas sits at the bottom of the famous Mount Canobolas State Conservation Area, just outside of town. From kayaking, bicycling and hiking there are always outdoor sports to enjoy. Orange also has a flourishing retail scene, with multiple shopping centres, independent stores and boutiques. The city is surrounded by small villages including Millthorpe, Carcoar and Nashdale – each with their own delights. The café culture in Orange is fierce! In the mornings you can kick-start your day with your favourite roast, and at night explore the abundance of dining experiences and cuisines on offer.

In Orange you can simply enjoy life without the challenges of metropolitan living.

**HELPFUL LINKS**

To review the Health Manager (State) Award, which includes information on remuneration and leave entitlements visit: https://www.health.nsw.gov.au/careers/conditions/Pages/h.aspx

To find out more about our Local Health District visit our website: https://wnswlhd.health.nsw.gov.au/


To find out more about our Living Well Together strategy visit: https://wnswlhd.health.nsw.gov.au/our-organisation/our-initiatives/living-well-together

CONTACT DETAILS

Candidates interested in this opportunity are highly encouraged to contact Brooke Stewart, Recruitment Marketing Lead on (02) 6369 8193 or via email at Brooke.Stewart@health.nsw.gov.au.

Alternatively, candidates can contact Brett Meyers, Manager of Recruitment & Workforce Systems Department on (02) 6369 8964 or via email at Brett.Meyers@health.nsw.gov.au.

POSITION DESCRIPTION

See over the page for a copy of the full Position Description.

HOW TO APPLY

To apply for this position visit our online Career Portal at https://healthnswgov.referrals.selectminds.com/wnswlhd and type REQ109591 in to the search bar to open the full job advertisement. Then click APPLY FOR JOB.

If you require assistance with the application process visit https://healthnswgov.referrals.selectminds.com/app-info.
POSITION DESCRIPTION

WNSWLHD - Recruitment Marketing Lead

What we can expect from each other
As employees of NSW Health there is no higher responsibility than to provide a high quality and caring environment for our patients, clients and co-workers. It only takes one person to make a difference, either positive or negative. When we choose to work within the Western NSW Local Health District, we are choosing to commit to and be accountable for demonstrating the CORE values and behaviours of Collaboration, Openness, Respect and Empowerment.

CLASSIFICATION
Health Mgr Lvl 3

STATE AWARD
Health Managers (State) Award

PRIMARY PURPOSE
Plan, design and lead the delivery of a broad range of marketing and recruitment strategies, supporting organisational effectiveness through engagement of the right workforce for the future.

KEY ACCOUNTABILITIES

1. Plan, design, implement and evaluate evidence based marketing strategies, policies, procedures which enable the organisation to achieve key workforce priorities and future workforce sustainability.

2. Work 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 solutions.

3. Provide quality leadership and expert recruitment marketing direction, advice, education and support to the team, LHD Executive, project teams and managers across the organisation; promoting use of evidence based approaches and innovative solutions, enabling the organisation to lead industry practice.

4. 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.

5. To support performance and continuity, take responsibility for the effective recruitment, leadership, operational management, development and performance of direct reports/ team members and play an active role in team culture development, succession planning and practices which value diversity.

SELECTION CRITERIA

1. Relevant tertiary qualifications or equivalent work experience.

2. Recruitment marketing experience within a large and complex organisation, working in a role with responsibility
for the development, implementation and evaluation of marketing strategies.

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. Ability to research and write a wide range of documents including promotional/ training material, procedures and high level briefs/ submissions; demonstrating high level attention to detail and accurate analysis of complex information.

8. Current licence to drive in NSW with the ability to drive for work purposes, including occasional overnight stays.

### KEY CHALLENGES

- Effectively address the expectations of multiple stakeholders within limited resources, despite high demand workflows and tight deadlines.
- Balance evidence based approaches with innovative strategies, where required, to achieve outcomes in a rapidly evolving and complex environment.
- Maintain 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

<table>
<thead>
<tr>
<th>WHO</th>
<th>WHY</th>
</tr>
</thead>
<tbody>
<tr>
<td>Manager Recruitment &amp; Workforce Systems Department</td>
<td>To receive direction, advice and support and to escalate significant issues which may impact on service delivery, and to collaborate over solutions and provide regular updates on key projects, issues and priorities.</td>
</tr>
<tr>
<td>Recruitment &amp; Workforce Systems Team</td>
<td>To provide supervision, direction, advice and support on recruitment marketing strategies, and to collaborate over solutions for key projects, issues and priorities.</td>
</tr>
</tbody>
</table>
## POSITION DESCRIPTION

**WNSWLHD - Recruitment Marketing Lead**

<table>
<thead>
<tr>
<th>Executive and management across WNSW LHD</th>
<th>To provide direction, advice and support on recruitment marketing strategies, and to engage and collaborate over solutions for key projects, issues and priorities.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Potential employees of WNSW LHD</td>
<td>To support, engage and promote the organisation as an Employer of Choice.</td>
</tr>
<tr>
<td>Other LHDs, Networks, Pillars, Ministry of Health, and other government and non-government organisations (e.g. Local Councils and Rural Workforce Agencies)</td>
<td>To engage and collaborate on recruitment marketing strategies and solutions for key projects, issues and priorities.</td>
</tr>
</tbody>
</table>

### OTHER REQUIREMENTS

The role and its responsibilities are to be carried out in a manner that is consistent with all relevant delegations, policies and procedures, at both the WNSWLHD and NSW Health levels.

Consistent with this, all employees are:

1. Expected to model the NSW Health values and ensure all workplace conduct aligns with these values and the NSW Health Code of Conduct.
2. Required to identify, assess, eliminate/control and monitor hazards and risks within the workplace, to the extent of delegated authority for the role, as per Work Health Safety policy/procedure.
3. Expected to provide safe, high quality healthcare and services, identify and manage clinical risk as applicable to the role, and participate in continuous improvement activities, in line with WNSWLHD's strong commitment to quality and safety.
## NSW Public Sector Capability Framework

<table>
<thead>
<tr>
<th>Capability Group</th>
<th>Capability Name</th>
<th>Level</th>
</tr>
</thead>
<tbody>
<tr>
<td>Personal Attributes</td>
<td>Display Resilience and Courage</td>
<td>Intermediate</td>
</tr>
<tr>
<td></td>
<td>Act with Integrity</td>
<td>Intermediate</td>
</tr>
<tr>
<td></td>
<td>Manage Self</td>
<td>Adept</td>
</tr>
<tr>
<td></td>
<td>Value Diversity</td>
<td>Intermediate</td>
</tr>
<tr>
<td>Relationships</td>
<td>Communicate Effectively</td>
<td>Adept</td>
</tr>
<tr>
<td></td>
<td>Commit to Customer Service</td>
<td>Adept</td>
</tr>
<tr>
<td></td>
<td>Work Collaboratively</td>
<td>Advanced</td>
</tr>
<tr>
<td></td>
<td>Influence and Negotiate</td>
<td>Intermediate</td>
</tr>
<tr>
<td>Results</td>
<td>Deliver Results</td>
<td>Adept</td>
</tr>
<tr>
<td></td>
<td>Plan and Prioritise</td>
<td>Adept</td>
</tr>
<tr>
<td></td>
<td>Think and Solve Problems</td>
<td>Adept</td>
</tr>
<tr>
<td></td>
<td>Demonstrate Accountability</td>
<td>Intermediate</td>
</tr>
<tr>
<td>Business Enablers</td>
<td>Finance</td>
<td>Intermediate</td>
</tr>
<tr>
<td></td>
<td>Technology</td>
<td>Adept</td>
</tr>
<tr>
<td></td>
<td>Procurement and Contract Management</td>
<td>Intermediate</td>
</tr>
<tr>
<td></td>
<td>Project Management</td>
<td>Intermediate</td>
</tr>
</tbody>
</table>