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| 1. **Position Title:** | 1. Head of Strategy and Advocacy |
| 1. **Support Function:** | 1. Corporate Services |
| 1. **Reports to:** | 1. GM, Performance, Risk and Governance |
| 1. **Last review date:** | 1. Jan 2023 |

***“In the first 1000 days setting the path of wellness in our communities, for generations to come ”***

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| Plunket Strategy |

We are committed to our vision for our tamariki and whānau and the future, and most importantly, to our goals of Pae ora and delivery of all our services equitably by 2025.

Our strategy is the guiding kaupapa for Whānau Āwhina Plunket. It sets out vision, goals and priorities for the coming five years, and the uara (values) we will hold close: māia, māhaki, tūhono and manaaki. Our strategy also reaffirms our commitment to Te Tiriti o Waitangi

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| Overview of the Corporate Services Function |

The Corporate Service function is responsible for leading Plunket’s corporate services, including People Services, Information Technology, Finance, Commercial, Funding Partnerships & Brand, Communications, and Performance, Reporting and Assurance.

Our Corporate Service Leadership team are accountable for the leadership of Plunket’s support functions. We manage on a day to day basis the critical elements of support that help our frontline staff to make a difference to whānau every day.

We are custodians of the Plunket Brand, and we support the external profiling of Plunket and contribute to the fundraising and commercial management of the organisation. We manage the finances and we make sure our people are paid accurately every fortnight! We are responsible for making sure that the infrastructure of Plunket, both digital and physical, is fit for purpose and aligned to our service goals, including many of the systems and processes that underpin the successful running of Plunket. We lead business planning and we are responsible for the development of performance and reporting frameworks that provide us with assurance that we will meet our strategic goals.

We work closely with our Operations Leadership colleagues to make sure that everything we do helps them to better understand and measure performance, strengthen key relationships locally, secure and diversify revenue sources, manage and leverage Plunket’s financial and human resources, collect and use information to inform decisions, and attract, develop and retain our people.

Our Performance, Risk and Governance function is part of the Corporate Services directorate, with responsibility for the following functional areas:

* Health and Safety
* Risk Management
* Legislative compliance
* Quality management
* Internal Audit / Assurance
* Performance measurement and reporting
* Data and Insights
* Strategic governance support
* Strategy and planning
* Programme Development, Delivery and Change

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| Purpose of the Position |

The Head of Strategy and Advocacy is responsible for leading the development of a fit for purpose approach to strategy development and management, and for the development and delivery of Whānau Āwhina Plunket’s advocacy strategy and workplan. They also provide direction and leadership on the population health work programme, ensuring that initiatives to address health inequities are rooted in evidence-based data and population health approaches.

They provide an expert strategic perspective, advice and support to Whānau Āwhina Plunket leadership and lead delivery of our advocacy work. The Head of Strategy and Advocacy will keep abreast of our operating context, by analysing global and national trends, initiatives and research, and maintaining relationships with key government and non-government stakeholders. They will draw insight on what this means for Whānau Āwhina Plunket, specifically on our strategic direction, advocacy stance and our position in the wider health and social system; using this information to prepare submissions, briefings and other material in support of our advocacy and strategic priorities.

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| Dimensions of the position |

**Responsible to: GM, Performance, Risk and Governance**

**Responsible for: Principal Advisor Pasifika**

**Population Health Advisor**

**Delegations:**The position’s full delegations are set out in the Schedule of Delegations and may be amended from time to time.

**Functional relationships:** *To follow are the main positions that this role will coordinate with; they are not meant or intended to be exhaustive, exclusive or limiting:*

**Internal:**

* Board
* Executive Leadership Team
* Regional Operations Manager
* Head of Communications
* Head of Programme Delivery and Change
* Ringa Raupā Rōpū
* Education team
* Community Services Manager
* Regional Support Services Team Leaders
* Clinical Services Manager
* Clinical Leaders
* Plunket Nurses
* Health Workers
* Volunteers

**External:**

* Central government agencies, e.g (Te Whatu Ora,Te Aka Whai Ora, Ministries of Health, Social Development and Orangā Tamariki)
* Iwi and Māori organisations
* Interagency groups and bodies
* Key Stakeholders in the sector, including child health and social service agencies, not-for-profits and NGOs
* Tertiary institutions

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| Key accountabilities  (Some will be unique to the position; others will be common across the organisation and level within the organisation.) |

**Business as Usual:**

***Strategy***

* Undertakes horizon scanning activities and analysis of evidence-based research and data to ensure our strategic direction and corresponding roadmap remains aligned to our changing operating environment and external factors
* Provides advice and support to the Chief Executive and ELT on shaping our strategic direction, in the context of our operating environment and external factors
* Runs the strategic planning cycle, including strategy development, management, and the strategic roadmap development
* Leads the development and update of Whānau Āwhina Plunket’s Strategy and sub strategies (e.g. re priority population groups), including alignment of these to our overarching strategic direction
* Initiates, develops and maintains external strategic relationships, including with key sectors (both government and non-government) within child and family health and wellbeing
* Responsible for writing CE briefings and providing strategic review of governance papers to Board

***Advocacy***

* Responsible for developing and delivering, in collaboration with other functions, Whānau Āwhina Plunket’s advocacy strategy and work programme
* Initiates, develops and maintains external strategic relationships with advocacy partners, including with key sectors (both government and non-government) within child and family health and wellbeing
* Develops and implements accessible mechanisms to leverage our geographical reach, and amplify the voices of our clients, our kaimahi and our supporters and partners, to ensure our advocacy strategy and work programme addresses lived issues and experiences of whānau, with a particular focus on priority populations.
* Monitors legislative developments, the Select Committee process and other sector changes impacting our advocacy and strategy work
* Responsible for writing submissions and other advocacy material on behalf of the CE and Whānau Āwhina Plunket

***Population Health Leadership***

* Provides leadership and guidance over the population health work programme (including for priority population groups) to ensure it aligns to and informs strategy, advocacy and service delivery objectives, and supports organisational decision-making.
* Ensures initiatives aimed at reducing health inequities are underpinned by sound evidence-base and population health approaches.

**Leadership:**

* Demonstrate organisational leadership by being a positive agent of change, and role modelling the desired culture and ways of working
* Be a pro-active, positive and contributing member of the Performance, Risk and Governance Leadership Team
* Provide excellent leadership to Strategy and Advocacy team
* Participate as Performance, Risk and Governance representative on working groups and projects as appropriate
* Work across the Performance, Risk and Governance and wider Corporate Services team, contributing to the team goals and assisting others to meet the teams goals

**Relationship Management:**

* Works cross functionally and collaboratively with others to achieve the right outcomes for Whānau Āwhina Plunket
* Able to have difficult conversations, and challenging thinking and behaviours in a respectful manner so as to get the right outcome for the organisation, while also maintaining the relationship
* Partners with other members of Performance, Risk and Governance, and the wider Corporate Services team to ensure frameworks, policies and tools are seamlessly integrated into other key organisation processes
* Builds and maintain a wide range of connections, both internal and external, and looks for opportunities to facilitate connections between others
* Quickly establishes credibility and working relationships to be an effective coach of managers
* Works as an active member of cross functional teams to bring their expertise and experience to organisational problems, and thus develop long term solutions that are outcomes focused
* Seeks feedback about the service they provide and self-reflect on ways to improve

**Health & Safety**

* Manages own personal health and safety, and takes appropriate action to deal with workplace hazards, accidents and incidents
* Ensures own and others’ safety at all times and observes health and safety practices in all workplace activities
* Understands the responsibility individuals and their manager play in health and safety; training is up-to-date and can demonstrate actions in an emergency situation that are specific to the workplace and are designed to keep individual safe
* Complies with relevant safety legislation, policies, procedures, safe systems of work and event reporting
* Identifies and reports all incidents, accidents, and near misses in accordance with policy

**Position description and scope of duties**

The job holder is expected to perform such other duties as can reasonably be regarded as incidental to the position description, and such other duties reasonably within their experience and capabilities as may be from time to time assigned following consultation.

Once appointed a programme of work will be developed with the appointee that will set out the specific tasks and time frames to achieve the key deliverables for this position. Progress will be monitored through Plunket’s Performance and development programmes.

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| Person Specification |

**Experience, knowledge and skills (including Technical Competencies)**

* Previous experience in a senior-level strategy, public policy and/or advocacy role
* Proven experience of building strong relationships and credibility at senior levels within an organisation, including engagement and workshop facilitation at ELT and Board level.
* A strategic thinker who understands the bigger picture, can think laterally about issues, risks and opportunities and uses these insights to drive timely, quality and evidence-based deliverables.
* A clear and concise communicator with excellent writing skills
* Proven ability to analyse and translate complex concepts and themes into easy to understand and meaningful insights that can be practically applied to Whānau Āwhina Plunket’s work.
* A ‘hands on’, practical leader who relishes close involvement with developing and delivering strategies and advocacy material and resources
* Strong stakeholder relationship building and engagement skills to effectively bring about solutions to challenges by gaining the cooperation and commitment of others.
* Proven ability to influence others to achieve the required outcomes through their sound evidence-based knowledge, impartial advice and professional credibility.
* Able to manage and drive delivery through times of ambiguity and based on incomplete information.
* Proven ability to lead, coach and mentor others and to share knowledge and expertise in a reciprocal way that builds overall capability.
* Understands diverse business requirements and tailor services to meet these needs.
* Exercises judgement and takes a pragmatic approach in problem solving.
* Health sector experience preferred.
* Understanding of NZ machinery of Government preferred.

**Competencies**

**ACE-Ability**

Plunket’s behavioural competency model is made up of three dimensions of personal behaviour - Connection to Plunket, Adaptability and Emotional Maturity.

**Adaptability**

**Thinking**

* Is comfortable with complexity - understands alternative worldviews
* Can see beyond face value to identify new, sustainable opportunities
* Keeps perspective and is pragmatic and solutions focused
* Able to accept and work with ambiguity and change

**Interpersonal**

* Is committed and capable of expanding professional/social networks
* Is strong enough to confront and deal with difficult people/issues
* A self-starter who can support and motivate key managers and staff

**Connection to Plunket’s Direction**

* Has a high level of energy and commitment to achieving Plunket’s vision
* Has a broad range of engagement
* Is committed to adapting and improving their own practice
* Is committed to growing the business and developing relationships

**Emotional Maturity**

* Is non-reactive and objective and maintains a high level of integrity
* Understands the degree of influence in their role
* Understands own limitations