

Job Description - Perinatal Wellbeing Service Manager



Job Title:	Perinatal Wellbeing Service Manager
Function:	Service Delivery
Reports to:	Regional Operations Manager
Last review date:	October 2025

He huanui orange mo ngā mokopuna whakatipuranga roto i ngā hāpori heke iho, heke iho -
Setting the path of wellness in our communities for the early years, for generations to come.

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 as our foundation.

Overview of the Service Delivery Function

This role is part of the Service Delivery team which delivers Whānau Āwhina Plunket services to whānau right across New Zealand. As a member of the Service Delivery team, you will help families and whānau to reach their goals and contribute to national and local initiatives that improve our performance. We want to make sure we're here to support families and whānau for another 100 years.

Service Delivery team members work as part of one Whānau Āwhina Plunket team and are skilled and passionate, drive performance improvement and work with others to deliver services to families and whānau and delivery equitable health outcomes so that every child in Aotearoa New Zealand has the chance to be the best they can be.

Position Overview

Our perinatal wellbeing services aim to support mental health wellbeing, encourage parenting confidence and resilience; strengthen self-regulation, and improve the quality of the parent-infant relationship.

This role is a new online service focussed primarily on the Waikato area. This is a pilot programme to test the virtual service delivery model and understand sustainability and scalability of Plunket's mental health service offering more broadly.

You will work within a multi-disciplinary team to support whānau with children aged 0-5 years, who are experiencing mild to moderate distress, anxiety or depression. Interventions are evidence-based and may include individual and whānau-based therapeutic sessions, health promotion, referrals and service navigation support, and group programmes.

This is a strategic and operational leadership role to provide expert clinical leadership and practice management for the service and to ensure it is a well-respected and integrated service within the broader Plunket service offering. As a registered and experienced mental health Professional, you will support the establishment of the team and service, contributing your expertise to ensuring policies, operating procedures, processes, documentation and reports are best practice and fit for purpose, and that the team feel confident and supported. You will also be accountable for risk management/escalation and ensuring the service is well connected within mental health networks.

All team members are encouraged to draw on their knowledge, language, culture, skills and experiences to provide inclusive and culturally safe services for all whānau.

Key Dimensions of the Position

Responsible for:	The position is responsible for a team of 4 direct reports
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:	External:
- Local Plunket community and clinical service teams - PlunketLine - Head of Service Development - Chief Nurse and clinical team	- Health New Zealand - PHO's, primary care, secondary and tertiary mental health services - Community and social services - Iwi and Hauora Māori, as well as Pacific service providers

Key Accountabilities

CLIENT ENGAGEMENT, ENROLMENT & ASSESSMENT:

- Manage processes and workforce to ensure all clients are contacted within 5 days from receipt of referral and cases are safely and effectively managed.
- Ensure priority needs are identified respecting client choice and independence; uplift the mana and decision-making rights of the client throughout the service.
- Where necessary due to team capacity, to support consent and enrolment processes, and complete comprehensive assessments.
- Ensure priority needs are identified respecting client choice and independence. Ensure control over the decision making is retained by the client throughout their engagement with the service, except when necessary to ensure safety and the child's rights for protection.

SERVICE DELIVERY

- Identify health promotion strategies (refer to Ministry of Health – Healthy Beginnings (2011), Ottawa Charter and Treaty of Waitangi principles) and ensure the team are effectively engaging and educating whānau to promote health literacy, help seeking behaviours and positive mental health and parenting.

- To provide individual or whānau focussed therapeutic sessions using evidence-based therapeutic models such as Cognitive Behavioural Therapy (CBT), Acceptance and Commitment Therapy (ACT), or Solution-Focused Therapy.
- To facilitate Circle of Security and Getting to Know You parenting programme content in individual and group settings to best meet whānau needs.
- To coordinate and facilitate groups to increase peer support and shared learning among service users, and to increase the reach, scale and impact of the service.
- Utilise (develop or adapt where necessary) a range of models, resources and content to engage with diverse cultures, learning styles and demographics.
- Ensure timely, appropriate referrals are made to specialist agencies and follow up to ensure continuity of care and collaborative care

QUALITY ASSURANCE

- Ensure quality, timely and accurate recording of data and information to to comply with legal, ethical and reporting requirements. Documentation is completed for all client contacts via case notes.
- Contribute data and insights to monthly and quarterly reports as required to meet external and internal reporting requirements
- Actively contribute to team meetings, training, case reviews, and peer supervision
- Seek outside expertise and supervision as required, with approval of the Regional Operations Manager
- Actively maintain collaborative relationships with Plunket colleagues to enable wrap-around service provision
- Collect feedback and satisfaction surveys and contribute to evaluation projects as required
- Stay up to date with literature, evidence, and practice for professional development and to support continuous improvement of the service
- Ensure concerns regarding safety, suspected family violence and/or child abuse is promptly managed (as per Plunket Policy)

RELATIONSHIPS, REFERRALS AND NETWORKING

- Lead engagement with and reporting to Health New Zealand and strategic relationships with relevant health and social services
- Collaborate with the team to maintain up to date community profiles / stakeholder maps
- Continue to build relationships and networks to benefit whānau, share learning, build community, and promote Plunket's reputation and reach
- Provide programme information and promote the service internally and externally to community groups, health professionals, and clients to improve awareness and access to the service
- Ensure relationships with key referral stakeholders are supported and developed, and that their ideas and feedback are incorporated into service planning and delivery.

LEADERSHIP

- Sets direction, creates alignment, builds and maintains commitment
- Establishes a culture of collaboration to get the best capability out of colleagues
- Ensures that all staff within their team know what's expected of them and have the knowledge, skills and support to effectively perform their role to the standards necessary
- Embeds One Plunket principles as an integral part of the wider **Service Delivery team**
- Leads and builds a positive, internal and external client focused culture
- Role models desired culture and way of working

- Manages finances, budgets and resources according to delegated authority
- Coaches and develops their team to achieve their goals and improve performance

GENERAL:

- Adhere to Whānau Āwhina Plunket operational guidelines, policies and protocols, relevant standards and comply with legislation e.g. Privacy Act, Code of Rights, and HPCA Act 2003
- Actively uphold Te Tiriti o Waitangi and work to ensure culturally safe care for clients and build self-determination for all service participants.
- Share ideas and feedback to ensure the service is responsive to the needs of Māori, Pacific, and other priority populations.
- Demonstrate Plunket's values – manaaki, māia, māhaki and tūhono.
- Actively contribute to building a collaborative, solution-focussed team culture, and way of working.
- Appropriately manage own personal and others health and safety. Take appropriate action to deal with workplace hazards, near misses, accidents and incidents in accordance with relevant safety legislation, policies, procedures, safe systems of work and event reporting.

Job 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.

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.

Person Specification

You will ideally possess the following technical skills/knowledge and personal attributes:

- Eligible to work in New Zealand
- A recognised and relevant level 7, degree qualification in nursing, occupational therapy, social work, psychology, counselling or a related field
- Professional certification and registration in accordance with registration board requirements and legislation e.g. Social Workers Registration Act 2003 or Health Practitioners Competence Assurance Act 2003
- A current, full NZ driver's license and clear Police check.
- At least five years practical experience in mental health service delivery; speciality in perinatal or infant mental health preferred.
- Experience in service management required; experience establishing a new service including building a team, establishing operational, quality and safety procedures desired.
- Demonstrated leadership including emotional intelligence, effective decision making and delegation skills, calm and solution-focussed under pressure, coaching/mentoring, and collaborative.
- Experience utilising technology especially in virtual service delivery is desirable
- Experience using evidence-based therapeutic models (such as Cognitive Behavioural Therapy (CBT), Acceptance and Commitment Therapy (ACT), or Solution-Focused Therapy) in individual and group contexts

- Strong communication skills, and demonstrated ability to engage authentically and positively across a range of cultures and demographics to support wellbeing and development of whānau
- Demonstrated knowledge and commitment to upholding Te Tiriti o Waitangi, ethical standards and promoting the rights and wellbeing of clients including setting appropriate professional boundaries
- This is a new service – so important to be a team player, optimistic, proactive, flexible, and innovative, and motivated to achieve outcomes

I have read and understood the above position description and accept all the above responsibilities incorporated herein.

Role Title

Date

Manager Title

Date