



Job Description

| | |
|-----------------------------------|--|
| Job Title | Healthcare Relations Manager |
| Reports to | General Manager – Programs and Operations |
| Key internal relationships | Marketing, Programs and Services, Research and Policy team |
| Key external relationships | Eye Health Care Professionals and professional peak bodies |
| Direct Reports | None |
| Date Created | August 2022 |
| Date Updated | June 2024 |
| Full time/ Part Time | Full time |
| Award | Common law contract – Modern Award |

About Us

Macular Disease Foundation Australia (MDFA) is a for-purpose organisation working to reduce the impact of macular disease – the leading cause of irreversible vision loss and blindness in Australia. For more than 20 years, we have been the only national charity representing the interests of the 1.9 million Australians living with macular disease. People affected by macular disease are at the centre of the work we do.

MDFA works with the community and the health and aged care systems to promote early detection, reduce progressive vision loss and to save sight. We provide a range of free, tailored resources and supports to help people live optimally with macular disease. Our advocacy work amplifies the voice of our community to influence and collaborate for positive outcomes. We invest in vital research working towards better management, treatments, and cures. Our work is supported by the generosity of the Australian community.



Our purpose is to reduce the incidence and impact of macular disease.



Passion for making a positive **impact** for our community.

Trust: our work is rigorous and evidence-based.

Courage: we face our challenges and the unknown with courage and embrace innovation.

Collaboration: we value collaboration for collective impact.

Empowerment: our strengths based approach empower our community to live optimally with macular disease.



We assume the best of each other and trust in our words and actions.

We act with integrity and treat everyone with respect and dignity.

We embrace diversity and promote inclusion.

We communicate transparently and debate openly.

We pursue disruptive and innovative solutions for our community.



ABOUT THIS ROLE: This position is responsible for creating and nurturing relationships with all healthcare professionals and health organisations to increase early detection of macular disease and actively promote MDFA’s value proposition to provide complementary and evidence-based support to their patients.

ACCOUNTABILITIES, RESPONSIBILITIES AND KPIS.

| Key Responsibilities | Core Functions | What Success Looks Like |
|---|--|--|
| <i>Optimise referrals from Health Professionals</i> | <ul style="list-style-type: none"> • Develop and execute strategies to promote MDFA’s value proposition to health professionals and raise the organisation’s professional profile as the expert national body supporting people affected by macular disease. • Develop and nurture referral pathways for key health professional groups to efficiently connect their patients to additional support and services. | Referrals are tracked, monitored and reported. |
| <i>Professional Development for Health Professionals</i> | <ul style="list-style-type: none"> • Develop targeted and industry-relevant communication to HCPs in collaboration with the Marketing team e.g. quarterly Macula Matters, eDMs to health professionals, and external communication channels (i.e. peak bodies) • Plan and execute a calendar of professional development activities, including regular macular disease related webinars for HCPs and promotion of existing education content. • Collaborate with specialist researchers and subject matter experts to keep existing professional development content relevant and maintain accreditation requirements. • Review existing course content based on evaluation or feedback from health professional groups. | <p>Education and training programs developed for each health professional type continue to be promoted to increase completions.</p> <p>MDFA is seen as a reputable source of patient support and information among health professionals.</p> |
| <i>Relationship Management</i> | <ul style="list-style-type: none"> • Manage and nurture positive working relationships across healthcare groups and other peak | Evaluation feedback on how stakeholders rate MDFA’s program |

| | | |
|---|---|---|
| | <p>bodies who can contribute to meeting the MDFA objectives.</p> <ul style="list-style-type: none"> • Together with National Manager Research and Advocacy, support the Medical Committee of MDFA and liaise with Medical Advisors to the organisation. • Record all key decisions and engagement with key stakeholders in the Salesforce database and other shared platforms. | <p>leadership and timely communication - as excellent.</p> <p>MDFA is seen as a reputable national organisation among eye health stakeholders</p> |
| <p><i>Market Intelligence for enhanced MDFA opportunities</i></p> | <ul style="list-style-type: none"> • Proactively seek industry intel, changes, trends and analysis to translate new opportunities for MDFA engagement e.g. health professional Groups. • Provide informed advice about how MDFA can better engage with Health Professionals and work as part of an integrated care team for patients. • Provide input to MDFA strategic and business planning by bringing the Health Professionals perspective to the planning process so that MDFA can improve its messaging and value proposition to the sector. | <p>The quality of information and intelligence provided by this position is reliable, accurate and relevant to strengthening MDFA's HCP partnerships.</p> |
| <p><i>Oversee projects in line with MDFA's Diabetes Strategy</i></p> | <ul style="list-style-type: none"> • Work collaboratively with external organisations and internal MDFA teams to plan and execute diabetes-related projects. • Contribute to planning, development and operations of a new diabetes support service. • Develop a communications campaign to increase referrals into the service. | <p>Increased referrals and engagement with people with diabetes.</p> <p>Maintain relationships with key diabetes organisations.</p> |
| <p><i>Program Governance and Contract Fulfillment</i></p> | <ul style="list-style-type: none"> • Oversee any contracted activity to ensure milestones are met, including through third parties. • Draft milestone reporting in collaboration with the General | <p>Data integrity, accuracy and currency.</p> |

| | | |
|--|--|---|
| | Manager, Programs and Operations. | |
| <i>Other Duties/Projects as Determined by the CEO</i> | <ul style="list-style-type: none"> • Work in collaboration with the CEO and other team members on special projects when needed. | Demonstrable flexibility and agility to embrace new challenges. |
| Note duties may change in line with business needs. | | |

SELECTION CRITERIA:

Essential requirements

- Relevant academic qualifications – such as public health, health promotion, nursing, optometry, orthoptics and/or vision science.
- At least 3-5 years’ experience in a similar position in a project manager role in the eye or public health sector.
- Proven ability to build effective stakeholder relationships with public health organisations, health professionals and clinical experts.
- Proven success in complex program or project coordination experience including evaluation, risk management and reporting.
- Excellent presentation, verbal and written communication skills.
- Strong interpersonal skills and teamwork
- Excellent coordination skills and knowledge of project management principles.
- Strong analytical skills and ability to produce and interpret statistics and reports.

Desirable requirements

Experience working in for purpose charitable sector

KEY PERFORMANCE INDICATORS FOR THIS POSITION:

M DFA staff performance indicators are mutually developed and agreed against:

- a. Key job accountabilities
- b. Key business plan KPIs; and
- c. Alignment to values and attitude and contribution to positive work culture

Note: to be considered for this position, applicants must also demonstrate they meet COVID vaccination requirements and a national police check.