



Job Description

Title	Health Engagement Officer
Employment type	Full time
Duration	2 years max term
Direct reports	Nil
Reports to	Manager – Programs and Service
Key internal relationships	Programs and Services, Corporate Services, Research
Key external relationships	General public, macular disease community, eye health professionals
Last updated	January 2023

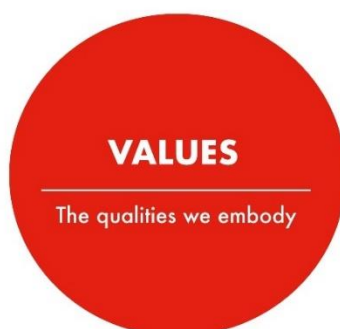
About us

Macular Disease Foundation Australia (MDFA) is a for purpose organisation working to reduce the incidence and 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 8.9 million Australians at risk of, or 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, information 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.

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.

Role summary:

The Health Engagement Officer will provide support and coaching to improve the health outcomes of people at-risk of, or living with, macular disease. This includes inbound and outbound calls and emails on our national Helpline, responding to referrals from Health Care Professionals, and facilitating face-to-face community education, as well as online webinars.

Key responsibilities, functions and KPIs:

Key responsibilities	Core functions	What success looks like
Respond to questions from the macular disease community via Helpline and other channels.	Provide non-clinical information and advice to people to understand and manage their eye health.	90% of calls are answered within five rings and resolved on the first conversation. New referrals are responded to within 2 business days Quality assurance call ratings are good or excellent.
Develop meaningful and trusting relationships with Eye Connect participants to act as their guide to living with macular disease.	Provide non-clinical personalised support, emotional coaching, advice and information in matters relating to macular disease. Identify and support people to address barriers to treatment or developing/maintaining eye health behaviours by providing information or referral pathways. Contribute to the content, design and implementation of support journeys for people with macular disease. Identify gaps in service materials and recommend ways to improve.	Macular disease community members have improved health outcomes relating to their emotional wellbeing as measured by an annual survey.

<p>Promote awareness and education about macular diseases.</p>	<p>Present face to face and online health promotion sessions to the general public, community groups and eye health professionals</p> <p>Develop new and maintain existing health promotion tools e.g. community sessions or input into video scripts</p> <p>Utilise feedback to continuously improve content, including keeping content up to date with emerging research and science.</p> <p>Identify opportunities for collaboration and co-delivery with external parties and organisations</p>	<p>Increased awareness of macular disease in the general public</p> <p>Highly rated feedback from education session attendees</p>
<p>Represent MDFA and promote our services for the benefit of the macular disease community.</p>	<p>Working collaboratively with the Healthcare Relations Manager to engage eye health professionals and associated staff in practices, hospitals and other hubs to raise awareness of MDFA services and optimise referral channels</p> <p>Attend conferences, expos and events (where applicable)</p>	<p>Increased referrals to MDFA</p>
<p>Record keeping and reporting</p>	<p>Input and maintenance of database of communications with the macular disease community, eye health professionals and other parties into the CRM</p> <p>Contribute to updating procedures to align with</p>	<p>Data is accurate and up to date</p>

	changing organisational needs Regular and ad-hoc reporting on data for board reports, etc	
Keep up to date with the latest macular disease research and policies	Keep up to date with research, low vision and government services relating to macular disease Participate in continuing education and training to inform MDFA support services	Ability to confidently communicate the latest information and services with the community
Special projects	Undertake specific activities as required and assigned by the Manager, Programs and Services, aligned to changing organisational needs	

The function of this role may change in line with organisational needs.

Selection criteria:

Essential requirements

- Tertiary qualifications in Vision Science, Optometry, Orthoptics, or other relevant health discipline
- Strong interpersonal skills with a sensitivity for dealing with those with a chronic health condition and vision loss – confidence on the phone is a must.
- Familiarity with, and ability to apply, behaviour change principles that support participants to move towards positive health change
- Ability to clearly communicate eye health information in a simplified way for people with macular disease
- Highly organised with an ability to work independently as well as within a small team, including with volunteers and students
- Proficient use of MS Office products, and adept at managing and using data for the benefit of the program and its participants including with a CRM
- Willingness to travel throughout NSW and interstate, occasionally outside of normal business hours
- Current NSW drivers' licence

Desirable requirements

- Experience providing education programs or health coaching to groups and individual consumers
- Experience using Salesforce
- Access to a comprehensively insured vehicle