

POSITION DESCRIPTION	
Title	Lead Consumer Engagement
Super Stream	Strategic Automation & Digital Experience
Department	Digital Innovation
Classification	AO8
Agreement	Health and Allied Services, Managers and Administrative Workers Single Enterprise Agreement 2021-2025
Reports to	Manager, Engagement and Change
Accountable to	Director, Strategic Automation & Digital Experience

Organisational Overview

The Royal Women's Hospital (**the Women's**), The Royal Melbourne Hospital (**RMH**), and Peter MacCallum Cancer Centre (**Peter Mac**) are leading Victorian public health services located within the Parkville precinct.

The **Women's** is Australia's foremost specialist hospital for women and newborns, delivering primary and tertiary care through a workforce of more than **2,500 staff**, and is internationally recognised for excellence in care, teaching, and research.

The **RMH** is one of Victoria's largest tertiary health services, providing world-class medical, surgical, and mental health programs. Supported by over **12,000 staff**, RMH is a designated trauma centre and leader in neurosciences, nephrology, oncology, cardiology, and virtual health.

The **Peter Mac** is a global leader in cancer research, education, and treatment, with more than **3,900 staff**, including over **700 researchers**, driving innovation in cancer prevention, diagnosis, and care.

Together, these organisations deliver integrated, research-driven, and patient-centred healthcare to local, state, and international communities.

Department Overview – Digital Innovation Service

The Digital Innovation Service (DI), hosted by the Women's, provides a unified ICT capability across the Parkville Local Health Service Network. DI supports the Women's, RMH, and Peter Mac by delivering shared digital infrastructure, systems, and innovation services critical to their clinical and operational performance.

Between July 2024 and June 2025, DI managed over 139,000 support tickets, supporting than 19,000 staff across the health services, highlighting its essential role in enabling safe, reliable, and connected care across the precinct.

In addition, DI provides services under Service Level Agreements to the Parkville Youth Mental Health and Wellbeing Service (PYMHWS) and limited legacy support to Northern Health and Western Health.

Position Purpose

The Lead, Consumer Engagement is responsible for delivering exceptional frontline digital support experiences while building strong relationships with consumers and key stakeholders.

Reporting to the Manager, this role oversees a team of digital engagement specialists and support officers to ensure that accurate, accessible information and efficient issue resolution are consistently provided. The role also drives proactive engagement strategies to empower consumers to effectively use digital tools and equipment, enhancing their productivity and satisfaction. The position oversees the first point of contact for service requests, issues, and escalations (Level 0 support), while working closely with Change and Capability teams to ensure support content and adoption programs are aligned and up to date.

The role also contributes to shaping engagement approaches, fostering collaboration across teams, and strengthening the organisation's digital culture and capability.

Key Responsibilities

Strategic Automation & Digital Experience

- Lead the development and implementation of consumer engagement strategies to support automation and digital experience programs.
- Lead the development, review, and governance of knowledge resources to maximise self-service adoption and reduce resolution times.
- Ensure engagement activities reflect user needs, preferences, and behaviours to enhance adoption and satisfaction.
- Provide insights and recommendations to improve user experience, service delivery, and digital interfaces.
- Support the integration of consumer feedback into planning, design, and delivery of digital initiatives.

Strategic Leadership

- Contribute to the strategic direction of engagement within the Strategic Automation & Digital Experience stream.
- Translate strategic objectives into actionable engagement plans that align with organisational goals.
- Champion user-centred design, co-creation, and continuous improvement in engagement activities.
- Provide thought leadership on trends and best practices in consumer engagement, communication, and digital adoption.
- Covers for the Manager, Engagement and Change as required.

Operational Performance

- Oversee Level 0 support operations, prioritising and delivering exceptional service to consumers.
- Monitor operational metrics, identify trends, set team performance targets and implement improvements to maximise self-service adoption and satisfaction.
- Ensure collaboration and integration between Level 0 channels and escalated support pathways for a seamless consumer experience.
- Continuously improve support workflows to maximise efficiency and quality.
- Identify operational challenges and opportunities to optimise engagement processes and outcomes.

People and Culture

- Provide day-to-day guidance and support to triage analysts and frontline support staff.
- Assist with onboarding of new staff by ensuring consistency in triage practices, system use, and customer service expectations.
- Contribute to capability development through coaching, knowledge sharing, and uplift of analysis skills across the team.
- Model professional, customer-focused behaviours and support a culture of teamwork, responsiveness, and continuous improvement.
- Support staff wellbeing and contribute to change adoption within the team by reinforcing clear communication and expectations.
- Uphold organisational values and support a safe, inclusive, and respectful workplace.
- Encourage behaviours aligned with organisational values and operational excellence.
- Provide digital services support for all hospital sites supported by the Digital Innovation.
- Participate in daily duty roster support across all supported health service sites as required and scheduled.
- Be available for after-hours on-call support duties across all supported hospital sites as required and rostered.
- Participate in off-site support roster as scheduled.
- Contribute to coordinated teamwork and information sharing.
- Request planned leave promptly and maintain excess leave balances in line with hospital guidelines.

- Submit timesheets and leave requests in accordance with maximum leave balances and attendance requirements.
- Engage in performance management, professional training, and development opportunities as required.
- Complete all mandatory hospital training requirements within specified timeframes.
- Consistently demonstrate hospital values in all interactions and activities.

Stakeholder and Relationship Management

- Maintain strong working relationships with clinicians, researchers, corporate staff, and internal support teams to ensure accurate issue capture and high-quality communication.
- Act as the primary point of contact for first-level escalation of triage or service intake concerns.
- Provide clear and timely communication to users regarding incident status, next steps, or information required to progress requests.
- Work collaboratively with application specialists, technical teams, and vendors to ensure efficient handover and resolution of assigned issues.
- Support the Manager by contributing to operational reports, updates, and materials for governance committees.

Financial and Risk Management

- Support monitoring of vendor performance by ensuring accurate logging, classification, and follow-up of escalated issues.
- Assist with maintaining compliance with cybersecurity, privacy, and data protection frameworks by ensuring triage processes reflect required controls.
- Identify and escalate operational risks related to service intake, data handling, triage processes, or system performance.
- Provide input to risk registers, operational reporting, and service improvement case development by supplying triage insights and frontline data.
- Ensure procurement and operational processes for tools used within triage (e.g., monitoring, ticketing) follow organisational guidelines.

Key Relationships

Internal:	External:
Chief Digital Information Officer	Victorian Department of Health
Deputy CDIOs	Technology vendors and service providers
Directors and Managers within Digital Innovation	Partner health services and universities
Clinical, Research, and Corporate Leaders	Research collaborators and innovation partners
Technical Support Teams (Level 1+ support)	
End Users	

Organisational Relationships

- Number of employees that are consumers of the DI service: **19,000+**

Performance and Accountability

Performance objectives are set annually with the CDIO, focusing on:

- Delivery of strategic digital outcomes
- Service reliability and cybersecurity
- Financial sustainability
- Workforce capability
- Innovation and precinct collaboration

Key Selection Criteria

- Bachelor's degree (or higher) in Business, Healthcare Administration, Information Technology, Digital Health, or a related discipline, or equivalent experience.

- Experience in process improvement, operations, or digital transformation within healthcare or similarly regulated environments.
- Working knowledge of RPA, AI, and intelligent automation, with the ability to evaluate tools and platforms.
- Understanding of healthcare operations, patient workflows, and regulatory requirements.
- Leadership in ICT or digital health, including leading multidisciplinary teams and delivering transformation programs.
- Stakeholder engagement and influence across internal and external groups.
- Strategic thinking in complex service environments.

Inherent Requirements

There are a number of critical work demands (inherent requirements) that are generic across all positions. The generic inherent requirements for this position are detailed below. These may be added to with more specific inherent requirements, if required, by your manager and Occupational Health and Safety.

Physical Demands	Frequency
Shift work – rotation of shifts – day, afternoon and night	Occasional
Sitting – remaining in a seated position to complete tasks	Frequent
Standing- remaining standing without moving about to perform tasks	Occasional
Walking – floor type even, vinyl, carpet,	Occasional
Lean forward / forward flexion from waist to complete tasks	Rare
Trunk twisting – turning from the waist to complete tasks	Rare
Kneeling – remaining in a kneeling position to complete tasks	Rare
Squatting / crouching – adopting these postures to complete tasks	Rare
Leg / foot movement to operate equipment	Not Applicable
Climbing stairs / ladders – ascending and descending stairs, ladders, steps	Rare
Lifting / carrying – light lifting and carrying less than 5 kilos	Frequent
– Moderate lifting and carrying 5–10 kilos	Rare
– Heavy lifting and carrying – 10–20 kilos.	Not Applicable
Push/Pull of equipment/furniture – light push/pull forces less than 10 kg	Frequent
– moderate push / pull forces 10–20 kg	Rare
– heavy push / pull forces over 20 kg	Not Applicable
Reaching – arm fully extended forward or raised above shoulder	Not Applicable
Head / Neck Postures – holding head in a position other than neutral (facing forward)	Not Applicable
Sequential repetitive actions in short period of time	
– Repetitive flexion and extension of hands wrists and arms	Prolonged/Constant
– Gripping, holding, twisting, clasping with fingers / hands	Prolonged/Constant
Driving – operating any motor-powered vehicle with a valid Victorian driver's license.	Rare
Sensory demands	Frequency
Sight – use of sight is integral to most tasks completed each shift	Prolonged/Constant
Hearing – use of hearing is an integral part of work performance	Prolonged/Constant
Touch – use of touch is integral to most tasks completed each shift.	Prolonged/Constant
Psychosocial demands	Frequency
Observation skills – assessing / reviewing patients in /outpatients	Prolonged/Constant
Problem Solving issues associated with clinical and non-clinical care	Prolonged/Constant
Attention to Detail	Prolonged/Constant
Working with distressed people and families	Not Applicable
Dealing with aggressive and uncooperative people	Rare
Dealing with unpredictable behaviour	Rare
Exposure to distressing situations	Rare
Definitions used to quantify frequency of tasks / demands as above	
Prolonged / Constant	70–100 % of time in the position
Frequent	31–69 % of time in the position
Occasional	16–30% of time in the position
Rare	0–15% of time in the position
Not Applicable	

Employee Responsibilities and Accountabilities

- Be aware of and work in accordance with Hospital policies and procedures, as amended from time to time, including:
 - Code of Conduct
 - Confidentiality
 - Data Accountability Framework
 - Infection Control
 - Occupational Health and Safety
 - Patient Safety
 - Performance Development Management
 - Respectful Workplace Behaviours
 - Risk Management
 - Be respectful of the needs of patients, visitors and other staff and maintain a professional approach in all interactions, creating exceptional experiences.
 - Undertake other duties as directed that meet relevant standards and recognised practice.
 - Our vision is a future free from violence in which healthy, respectful relationships are the norm. Expect all staff to contribute to a culture that promotes gender equity, respect and a safe working environment.
 - The Women's provides pregnancy termination services as part of its public health responsibility to provide safe health care to Victorian women.
 - Data integrity is an essential element of clinical and corporate governance and a key performance indicator. The management of data influences and directly affects patient care, patient decisions, and ultimately the quality and reputation of our service delivery.
- As a consequence all staff are responsible and accountable to ensure that (within their area of work):
- Data recording and reporting, is timely, accurate (i.e. error free) and fit for purpose.
 - Data management system policies and control processes are complied with on all occasions.
 - Where data issues and/or problems become apparent these matters are immediately referred and reported to supervisors/managers.
- Agree to provide evidence of a valid employment Working with Children Check and provide the necessary details to undertake a national Police check.
 - Expect staff to identify and report incidents, potential for error and near misses and supports staff to learn how to improve the knowledge systems and processes to create a safe and supportive environment for staff and patients.
 - Contributes to a positive and supportive learning culture and environment for health professional students and learners at all levels.

Statutory Responsibilities

- OHS Act 2004
- Freedom of Information Act 1982
- The Victorian Public Sector Code of Conduct

Declaration

I have read, understood and agree to abide by responsibilities and accountabilities outlined in this position description.

Employee Name:

Employee Signature:

Date:

Developed Date:	December 2025
Developed by:	Chief Digital Information Officer
Date of next Review:	December 2026
