



# Position Description

## POSITION DETAILS

<b>Position Title:</b>	Clinical Continence Specialist		
<b>Location:</b>	Melbourne		
<b>Reports To:</b>	Community & Sector Manager		
<b>Direct Reports:</b>	None		
<b>Employment Status</b>	Full time <input type="checkbox"/>	Part time <input checked="" type="checkbox"/>	Casual <input type="checkbox"/>

## OUR VISION AND PURPOSE

The Continenace Foundation of Australia’s (the Foundation’s) vision is for an Australian community free of the stigma and restrictions of all of incontinence across the lifespan. We will aim for this through research, advocacy, solutions, consumer education and professional development.

## STRATEGIC PILLARS

<b>Ensure Better Access</b> To deliver high quality continence information, resources, education and services in Australia
<b>Be a Leading Peak Body</b> That is widely recognised and acknowledged nationally and internationally as the Australian expert voice for continence
<b>Be a Unified Body</b> That has the governance and organisational capacity to deliver our vision and purpose
<b>Grow successfully and Sustainably</b> To ensure we can continue to achieve our vision and purpose

## PURPOSE

Reporting to the Community & Sector Manager, the Clinical Continence Specialist will be responsible for developing and reviewing accessible, high quality, external facing information about incontinence and bladder and bowel control health, enabling consumers to be informed about preventing, treating and better managing incontinence.

## VALUES AND BEHAVIOURS

Values	Behaviours
<b>Accountability</b>	We are responsible for our individual and team actions and behaviours and the outcomes they produce
<b>Respect</b>	We will respect each person within our organisation and all external individuals and stakeholders
<b>Integrity</b>	We will act with integrity and be open and honest, within our teams and the organisation, and when dealing with all external individuals and stakeholders
<b>Inclusiveness</b>	There are no barriers to engagement and participation, no one is excluded, and diversity is celebrated



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## RESPONSIBILITIES

Develops clearly written, well-designed continence health communication materials for healthcare providers and for the public in a variety of formats, such as web content, resource materials, posters, training materials etc.
Ensures that clinical stakeholder inputs are reflected in all content, and that all information is evidence-based, messaging aligned with the Foundation’s policies and practices and consistent with the Foundation’s educational materials and website.
Works collaboratively with cross functional teams to ensure content accuracy and effectiveness and to ensure it is incorporated into other communications tools such as social media channels, press releases and newsletters.
Ensures communication activities are based on accepted principles, methods and best practices.
In conjunction with the Communications manager, assess and interpret resources and website performance, user feedback, surveys, keywords to guide/shape content review process, and monitor and evaluate engagement.

## KEY PERFORMANCE INDICATORS (KPI'S)

Key Performance Indicators
<b>All employees</b>
Alignment to expected values and behaviours demonstrated
Compliance with Work Health and Safety Policies and Procedures
Compliance with Company policies and procedures
Positive and effective stakeholder relationships and feedback
<b>Role Specific</b>
Collects and curates relevant sources of evidence-based content, primarily from clinical practice guidelines and scientific/medical articles.
Ensure the accuracy and credibility of all continence content generated by the Foundation.
Manages project timelines, risks and scope, and communicates status to management and stakeholders on a consistent basis.
Stays updated with the latest medical research and advancements to incorporate relevant and current information into the content.
Work with stakeholders to map out required clinical content and will take an innovative approach in creatively developing content within the given scope of project priorities.



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### CORE COMPETENCIES

A commitment to achieving superior results and delivering high quality, evidence-based health information.
Strong attention to detail, ensuring accuracy and consistency in all written material.
Excellent writing skills, with the ability to create clear, concise and engaging content.
Ability to plan and prioritise work, maintain excellent records and document activities and outcomes, with meticulous attention to detail.
Ability to work independently and collaboratively, demonstrating excellent communication and teamwork skills.
Exceptional analytical, problem solving and storytelling skills

### QUALIFICATIONS/EXPERIENCE

<b>Essential</b>
Minimum three years' experience working within the continence field.
Expertise in writing and editing health-related content.
Five years demonstrated experience in writing, proof reading and editing health content that is clear, easy to read, engaging, evidence-based, for a range of audiences and channels.
Excellent written communications with a keen attention to detail and knowledge of appropriate messaging for different audience.
Microsoft Office 365
<b>Desirable</b>
Understanding of values-based messaging and application of values-based messaging principles.
Understanding of application of SEO principles and processes and data analytics.



## Position Description

This position description has been designed to indicate the general nature and level of work performed by employees within this position. It is not designed to contain or be interpreted as a total inventory of all duties, and responsibilities that may be required of employees assigned to the role.

### EMPLOYEE DECLARATION

I	<input type="text"/>
<i>(Applicant's Name)</i>	
hereby understand and accept the conditions of the position description as detailed herein for the position of	
<input type="text"/>	
<i>(Position)</i>	
<b>Applicant's signature</b>	<input type="text"/>
<b>Date</b>	<input type="text"/>

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