

POSITION DESCRIPTION

Position Title:	Population Health Promotion Senior Lead
Business Unit/Department:	Western Public Health Unit (WPHU)
Division:	Western Public Health Unit
Award/Agreement:	Allied Health Professionals (Victorian Public Sector) (Single Interest Employers) Enterprise Agreement 2021-2026
Classification:	Health Promotion Officer Grade 3
Reports To:	Senior Manager, Population Health Promotion
Direct Reports:	
Date Prepared/Updated:	27 June 2025

Position Purpose

The *Population Health Promotion Senior lead* in the Western Public Health Unit (WPHU) is an experienced health professional who possesses an advanced understanding of the principles of population health, primary prevention, health promotion, health literacy, collective impact, program evaluation and codesign using a systems approach.

The Population Health Promotion senior lead will drive best practice and excellence in primary prevention and promotion activities to create healthier environments, address health inequities and support improved health and wellbeing for the people in the WPHU catchment. This role requires skills in leadership to provide oversight of a small team of Population Health Promotion Officers in collaboration with the Senior Manager, Population Health Promotion.

Business Unit Overview

The Western Public Health Unit (WPHU) has been established to strengthen the public health response to communicable diseases and other health issues. The Unit is part of a system of three metropolitan Public Health Units, including Western (WPHU), North Eastern (NEPHU), South Eastern (SEPHU) and six regional Public Health Units to provide a state-wide system of public health delivery and oversight.

WPHU is led and coordinated by Western Health and responsible for approximately 1.3 million people in the LGA's of Maribyrnong, Moonee Valley, Hobson's Bay, Merri-bek, Melbourne, Brimbank, Melton and Wyndham. Initially, WPHU was responsible for COVID-related activities (case investigation, contact tracing and outbreak management) in collaboration with the Victorian Department of Health (DH). However, now local public health units are taking increasing responsibility for many notifiable conditions under the Public Health and Wellbeing Act 2008 alongside the Victorian Department of Health (DH), and also non-communicable disease and health promotion activities in their assigned catchments, as part of the state's overall public health response.

The WPHU team works very closely with a range of key stakeholder groups, in particular the Public Health Division at DH, local government, local community health networks and primary health providers.

Our Vision

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WPHU promotes a healthy workplace culture, with our culture statement being “We are a diverse and welcoming team passionate about public health. We value open and honest communication. We work together to create a flexible environment of mutual respect, inclusivity and connection.”

Key Responsibilities

The **Population Health Promotion Senior lead** is responsible for the following activities:

Delivery of population health promotion activities

- Lead, plan, coordinate and evaluate catchment-wide and place-based prevention and population health promotion initiatives with guidance and oversight from the Senior Manager Population Health Promotion.
- Develop and implement project plans consistent with the principles, goals and objectives of the Victorian Public Health and Wellbeing Plan, WPHU strategy and other policy directions
- Adopt contemporary health promotion practice and innovation in program development with a focus on systems change and collective impact within a complex environment
- Strategically explore and create opportunities for growth and the expansion of health promotion initiatives supporting collective impact
- Work in partnership with epidemiologists to analyse population data and inform strategic outcomes and key prioritise for initiatives
- Ensure WPHU's health promotion work is planned, delivered and evaluated in partnership with our diverse communities and stakeholders
- Keep abreast of current policies and developments in population health, prevention, health promotion and public health to inform evidence-based initiatives.
- Be responsible for maintaining clinical/public health knowledge, seeking further education and working within the confines of the specific scope of practice at all times, in accordance with the boundaries set by their experience and skill.
- Contribute to analysing and reporting on performance outcomes against strategic priorities and associated outcomes frameworks
- Coordinate and lead events exhibiting proficiency in event management, group facilitation, public speaking and the delegation of tasks.

Team management and leadership

- Advocate for direct reports and line manager in managing expectations, workload, achieving high quality outcomes and giving and receiving feedback to nurture growth, performance and innovation.
- Strategically facilitate the team to manage partnerships, contribute to best practice prevention and population health initiatives that improve health and wellbeing according to the WPHU Catchment Plan in line with strategic priorities
- Provide oversight, teaching and support for the development and management of direct reports including tasks such as orientation, rostering, leave planning, professional development planning and workload oversight.
- Supervise staff in line with Western Health policy and procedures including supporting individuals to achieve their full potential.
- Contribute to a culturally and psychologically safe workplace
- Work collaboratively with and under the direction of the Senior Manager for Population Health Promotion to lead the Population Health Promotion team in collaborative decision-making, the coordination of daily operations and execution of timely and high-quality deliverables and outcomes according to public health priorities, guidelines and legislation.
- Maintain professional registration to work with the relevant professional registration body as applicable
- Demonstrate highly developed organisational skills and efficient time management to manage a demanding workload across a number of concurrent health promotion initiatives and competing priorities
- Be available and flexible to coordinate and attend occasional after-hours or weekend events
- Demonstrate leadership and collaborative teamwork that exhibits the organisational values, integrity, agility, self-awareness and strong communication skills.

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Partnership management

- Build and sustain relationships with a network of key internal and external stakeholders, to facilitate and foster their involvement in the development and implementation of prevention and population health promotion initiatives.
- Facilitate integration of community engagement, epidemiology and evaluation functions across the unit to deliver health promotion activities
- Establish and maintain important interdepartmental relationships, the Population Health Promotion senior Lead will engage with members of WPHU, Local Government, the Department of Health, other Local Public Health Units and community partners to develop consistent systems and approaches to population health promotion.
- Support communication with senior partners (i.e. CEO briefings, Western Health Board and executives) and engagement strategies through the Population and Preventive Health Network
- Prepare and present appropriately detailed plans, reports, discussion papers and correspondence as required
- Collaborate and benchmark with relevant Western Health departments and other public health units as required

In addition to the key responsibilities specific to your role, you are required to deliver on the [Key Organisational Accountabilities](#) which are aligned with the Western Health strategic aims.

Key Working Relationships

Internal:

- Divisional Director Western Public Health Unit
- Director Western Public Health Unit
- WPHU Senior Leadership Team
- WPHU Senior Manager Population Health Promotion.
- WPHU Population Health Promotion Officers
- Other WPHU staff

External:

- Victorian Department of Health, Public Health Division
- Other Victorian Government Departments and Agencies
- Other Local Public Health Units
- Community Partners including Community Health, not-for-profit sector, Local Government, Metropolitan and Regional Health Services
- Key public health stakeholders and peak bodies both local and state such as VicHealth
- Community members

Selection Criteria

Essential

- A post graduate qualification in Health Promotion, Public Health or related health discipline
- Significant experience (preferably more than seven years) in prevention and population health, systems change, or health promotion initiatives, including evidence of design, planning, implementation and evaluation
- Strong understanding of contemporary population health promotion practice including systems thinking, collective impact, evaluation, settings and place based approaches.
- Experience in application of the principles of the wider determinants of health, intersectionality and impact on health inequalities.

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- Ability to design, manage, lead and evaluate large projects relating to population health, prevention and health promotion
- Excellent stakeholder management skills, including ability to effectively engage with external stakeholders, emotional and social awareness and ability to manage sensitive, complex and contested issues
- Proven effective team leadership and management in a health-related setting
- Demonstrated ability to engage consumers and community to form collaborative partnerships.
- Ability to adapt and respond to emerging opportunities and requests within short timelines
- Excellent written and verbal communication skills, including report writing and facilitation skills
- High level IT and social media skills including social marketing in the context of public health and health promotion
- Current Australian Driver's Licence

Desirable

- Health professional qualification such as eligible for Accredited Practising Dietitian (APD)/Accredited Nutritionist (AN) status, medical, nursing, psychology, occupational therapy, physiotherapy or similar.
- Significant demonstrated experience or applied research delivering on population health systems change and/or systems improvements to settings in health, community and/or universal services. This could include work in health legislation/policy or in any of the related areas including food systems, tobacco reform, climate change and health.
- Knowledge and understanding of the Victorian public health landscape and the population health outcomes as per the Victorian public health and wellbeing plan.
- An understanding of the relevant current Victorian and Commonwealth Government's Prevention policy environment
- Knowledge of the western region health and welfare landscape

Personal Attributes

- Able to work both within a team environment as well as the ability to work independently, with minimal supervision
- Able to take initiative and problem-solve, balanced against the need to seek advice and work within the scope of the role
- Able to respond to emerging opportunities and balance with existing workload

Additional Requirements

All employees are required to:

- Obtain a police / criminal history check prior to employment
- Obtain a working with children check prior to employment (if requested)
- Obtain an Immunisation Health Clearance prior to employment
- Report to management any criminal charges or convictions you receive during the course of your employment
- Comply with relevant Western Health clinical and administrative policies and guidelines.
- Comply with and accept responsibility for ensuring the implementation of health and safety policies and procedures
- Fully co-operate with Western Health in any action it considers necessary to maintain a working environment, which is safe, and without risk to health
- Protect confidential information from unauthorised disclosure and not use, disclose or copy confidential information except for the purpose of and to the extent necessary to perform your employment duties at Western Health
- Safeguard children and young people in our care, by ensuring that your interactions are positive and safe, and report any suspicions or concerns of abuse by any person internal or external to Western Health
- Be aware of and comply with relevant legislation: Public Administration Act 2004, Victorian Charter of Human Rights and Responsibilities Act 2006, the Victorian Occupational Health and Safety Act 2004, the Victorian Occupational Health and Safety Regulations 2017 (OHS Regulations 2017),

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Fair Work Act 2009 (as amended), the Privacy Act 1988 and responsibilities under s141 Health Services Act with regard to the sharing of health information, the Family Violence and Child Information Sharing Schemes, Part 5A and 6A Family Violence Protection Act 2008

- Be aware of and comply with the Code of Conduct for Victorian Public Sector Employees and other Western Health employment guidelines

General Information

- Redeployment to other services or sites within Western Health may be required
- Employment terms and conditions are provided according to relevant award/agreement
- Western Health is an equal opportunity employer and is committed to providing for its employees a work environment which is free of harassment or discrimination. The organisation promotes diversity and awareness in the workplace
- Western Health is committed to Gender Equity
- Western Health provides support to all personnel experiencing family and domestic violence
- This position description is intended to describe the general nature and level of work that is to be performed by the person appointed to the role. It is not intended to be an exhaustive list of all responsibilities, duties and skills required. Western Health reserves the right to modify position descriptions as required. Employees will be consulted when this occurs
- Western Health is a smokefree environment

I confirm I have read the Position Description, understand its content and agree to work in accordance with the requirements of the position.

Employee's Name:	Click here to enter the Employee's name.		
Employee's Signature:		Date:	Click here to enter a date.

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