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HEALTHY NORTH COAST **POSITION DESCRIPTION**	**PD**	**341**
	Version	**2.0**

Position Title	Senior Manager, Primary Care Advancement
Classification:	Individual Contract
Industrial Agreement or Award:	National Employment Standards
Reports to:	Associate Director, Access, Equity and Team Care
Date Reviewed:	September 2026

HEALTHY NORTH COAST VALUES



POSITION OBJECTIVE

The Senior Manager, Primary Care Advancement provides strategic leadership for Healthy North Coast's primary care advancement initiatives, including the Primary Care Impact program and related commissioning activities. Working with general practices, Aboriginal Community Controlled Health Organisations, allied health providers, Local Health Districts and other health and community partners, the role strengthens integrated, person-centred and team-based care for people with chronic and complex health needs across the North Coast.

Bringing a clinical perspective to planning, commissioning and system improvement, the role ensures initiatives are grounded in provider realities, community need, evidence and equity. It builds trusted stakeholder relationships and connects internal Healthy North Coast teams across planning, contracting, performance, reporting, evaluation and communications to support the full commissioning cycle. The role also supports leadership of HNC's broader integration and connected care agenda, including Our Patients Together, through strategies and partnerships that improve access, coordination and outcomes.

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KEY RESPONSIBILITIES

- Lead Healthy North Coast's Primary Care Advancement initiatives, including the Primary Care Impact program, to support integrated, person-centred and team-based care for people with chronic and complex health needs.
- Provide strategic and clinical input into the design, planning, implementation and evaluation of primary care initiatives, ensuring they are evidence-informed, equity-focused and responsive to local provider and community needs.
- Build and manage trusted relationships with general practices, Aboriginal Community Controlled Health Organisations, allied health providers, Local Health Districts, peak bodies and other health and community partners.
- Lead commissioning and contract management activities for relevant primary care programs, ensuring planning, procurement, implementation, provider engagement, performance monitoring, reporting and evaluation are connected across Healthy North Coast's commissioning cycle.
- Support leadership of Healthy North Coast's broader integration and connected care agenda, including Our Patients Together, through partnerships, strategies and models of care that improve access, coordination, quality and outcomes.
- Use population health, primary care, provider and program insights to identify priorities, inform decision-making, monitor impact and support continuous improvement.
- Provide senior implementation support, advice and subject matter expertise to internal teams, providers and stakeholders, including contributing to planning forums, advisory groups, education activities, communications and program storytelling.

Please note some inter and intra state travel, and work outside standard office hours, may be a requirement of this role.

CAPABILITY FRAMEWORK

Healthy North Coast has an endorsed Capability Framework that supports each position across the organisation. The Classification of each position details role specific capabilities.

SELECTION CRITERIA

Applicants must demonstrate how they meet the Selection Criteria for this position

Key selection	1. Demonstrated ability to use population health, primary care, provider and program insights to inform priorities, decision-making, continuous improvement and program impact. 2. Demonstrated expertise in strengthening primary care models, integrated care and team-based approaches, particularly for people with chronic and complex health needs. 3. Strong understanding of general practice, Aboriginal Community Controlled Health Organisations, allied health and broader primary care

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	service delivery, including funding, workforce, policy and service improvement. 4. Demonstrated ability to build and manage trusted relationships with internal teams, providers, health system partners and community stakeholders to support effective planning, implementation and system improvement. 5. Demonstrated ability to communicate complex primary care, commissioning and program information clearly to diverse audiences, including through stakeholder briefings, provider engagement, written updates, presentations and program storytelling. 6. Develops, implements, and monitors business activities to support delivery of strategic and operational plans. 7. Responsible for significant and multiple programs, services, or operations across a breadth of knowledge areas, to deliver outcomes. 8. Strong communication and people leadership with the ability to manage, develop, support and coach people to achieve success. 9. Knowledge of and commitment to Work Health and Safety, Equal Employment Opportunity, Cultural Safety, and Continuous Improvement principles.
Qualification	10. Relevant tertiary qualification in medicine, allied health, public health or related discipline, and/or equivalent senior experience in primary care service delivery, commissioning or health system improvement and/or management experience, 8+ years.

APPOINTMENT SUBJECT TO:

1. Criminal record clearance
2. Employee confirmation that they do not have a pre-existing injury or illness that would affect their ability to undertake the inherent requirements of this position
3. Current Class C Driver's Licence may be a requirement of specific roles

PERFORMANCE OBJECTIVES:

To be established with the Reporting Manager within the 3-month probationary period.

ACKNOWLEDGEMENT:

The details contained in this document are an accurate statement of the duties, responsibilities and other requirements of the position.

As occupant of the position, I have noted the statement of duties, responsibilities and other requirements as detailed in this document.

Name:	

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Signature:	
Date:	