

Position Description

Position title	CRM Manager
Classification	EL1
Location	Brisbane/Sydney/Canberra
UPI number	ELL10118

About the Australian Digital Health Agency

The need for a connected healthcare system is greater than ever – one that’s accessible, progressive and secure. Better use of data and technology is helping people live healthier lives, with greater control and better access to important health information.

Tasked with improving health outcomes for Australians through the delivery of digital healthcare systems and the National Digital Health Strategy for Australia, the [Australian Digital Health Agency](#) (the Agency) commenced operations on 1 July 2016.

The Agency is responsible for national digital health services and systems, with a focus on engagement, innovation, clinical quality, and safety. Our focus is on getting data and technology to work for patients, consumers and the healthcare professionals who look after them.

Our vision

A healthier future for Australians through connected healthcare.

Our mission

To create a collaborative environment to accelerate adoption and use of innovative digital services and technologies.

Our values



Working together
collaboratively



Respect and
trust



Transparent



Accountable



Innovative

Our Flexible Work Environment

The success of the Australian Digital Health Agency depends on the ability and opportunity of each individual team member to deliver projects and work outcomes.

The Agency is committed to creating conditions for high performance which includes taking a holistic view of the needs of individuals, while also creating opportunities to build connections and collaborate in ways that support face-to-face and virtual work environments.

To support our principals based flexible work arrangements, the Agency has developed a Flexible Work Arrangement Policy. This policy sets out the conditions under which Agency staff can work, and assists with creating a work environment that enables the Agency and our people to strike a balance of a successful career, and satisfying working life.

Division overview

Technology services – responsible for the operation of high quality, trusted, reliable and secure national digital health infrastructure and health support systems.

Primary purpose of position

Reporting directly to the Director, Incident & Problem Management, the CRM Manager is responsible for the Agency's Microsoft Dynamics CRM instances. This management includes strategic planning, business analysis, design, and development/configuration oversight. To manage such a broadly-used system successfully, the successful applicant will have strong interpersonal skills and experience in onboarding staff to new tooling.

Key responsibilities of the role include:

- Hands-on experience in the administration of Microsoft Dynamics CRM or (more broadly) Microsoft Power Platform, with a focus on Power Apps.
- Business analysis experience in understanding a complex business environment and translating the needs of many departments into functional requirements.
- Experience in managing a system adoption and change program in a mid-large organisation is essential.
- Management of a small team of technical and non-technical administrative staff.
- Experience managing complex internal/external stakeholder environments across multiple projects, including the ability to develop a consolidated and corporate view of stakeholders involved in many different health initiatives and projects.
- Experience with the principles of organisational change management and collaboration and their application in strategy, policy or technology change environments.
- Ability to analyse complex and highly technical information and translate into clear communication that meets the needs of the target audience.
- Ability to understand a wide set of external stakeholders, and from this provide advice and insight into planning communication activities via CRM.
- Experience with a communications mailout tool will be useful however is not required..
- Demonstrated interpersonal skills in building and sustaining relationships with a particular focus on system adoption.
- Ability to design and facilitate complex multi-stakeholder training and other workshops.

Relevant duties

1. Leadership and Accountability

- Provide expertise across a broad range of activities potentially relating to the work of different program areas.
- Provide expert advice on policy, complex problem solving and issues management for internal and external stakeholders.
- Ensure in-depth knowledge of and compliance with legislative, financial and administrative frameworks, government decision-making processes and agency guidelines and regulations.
- Take responsibility for the achievements of own and team outcomes, monitor progress and follow through to deliver quality outcomes.
- Recommend strategic directions for area of responsibility and consider wider agency implications when making decisions.
- Consider and effectively manage competing priorities and strategic directions when achieving team planning and project outcomes in line with agency goals and objectives.

2. Management Diversity and Span

- Manage a number of employees performing diverse tasks or manage a larger team where skill sets are similar and tasks are related.
- Ensure quality outputs including that employee maintain a high level of specialist, professional and/or technical expertise.
- Develop and implement work plans that provide strategic directions for the work area.
- Plan and monitor work processes, direct and coordinate quality assurance practices and set performance indicators.
- Build capability in a team environment through coaching others, providing performance feedback, conflict resolution and encouraging career development.

3. Job Context and Environment

- Undertake work activities with an awareness of their possible impact on strategic, political or operational outcomes for the agency/program.
- Attain and maintain an extensive understanding of the role and responsibilities of the agency, including and understanding of the APS operating environment more broadly.
- Work within established legislative and policy frameworks.

4. Independence and decision-making

- Work with a level of independence, under broad direction, with a concurrent need to resolve issues and deliver quality outcomes.
- Communicate and make decisions with a high level of impact on the functional area and the potential to impact more broadly on agency operations and externally.
- Communicate and make decisions that are based on professional judgement, evaluating risks and in the context of a complex and changing environment.
- Work with a focus on research, analysis and judgement to manage complex issues.

5. Stakeholder Management

- Engage and collaborate with key stakeholders to identify opportunities, achieve outcomes and facilitate cooperation.
- Promote the agency's business objectives through key strategic relationships with range of stakeholders.

- Develop and manage a range of stakeholder relationships.
- Establish and maintain internal and external networks.
- Represent and explain the views of the agency at cross-agency meetings and other forums.
- Present the agency's position in the context of more complex issues.
- Manage stakeholders through change, resolving conflict and managing sensitivities.
- Identify new stakeholders considering future needs/direction and a changing environment.

Essential requirements

Ability to obtain and maintain a Baseline security clearance with the ability to obtain and maintain a higher clearance if required by the Agency

Ability to obtain and maintain national police check.

Australian Citizenship is a condition of eligibility.

Restriction duty

Required

Capabilities

These capabilities are in line with the Australian Public Service Commission integrated leadership system which can be found on the [Australian Public Service Commission website](#).

Qualifications

Appropriate tertiary qualifications (essential).

Working in the APS

Australian Public Service (APS) Values guide us through our working lives, setting expectations for shared behaviour that keep our workplace harmonious and productive. The values are also a promise to the people of Australia that we can be trusted to act with integrity, in their service and in accordance with the Public Service Code of Conduct.