National Recruitment Officer, Heart Foundation Walking
Full time, maximum term

Title: National Recruitment Officer, Heart Foundation Walking (HFW)  
Team: Health Outcomes  
Position type: Full time, maximum term

Reports to: National Program Manager, HFW and Community Engagement  
Company: National Company  
Hours per week: 37.5

Grade: 6  
Location: Melbourne or Adelaide preferred  
Effective date: August 2013

ORGANISATIONAL CONTEXT
The Heart Foundation is an independent charity whose purpose is to reduce premature death and suffering from heart, stroke and blood vessel disease. As a federation of nine companies (a national company and eight state/territory divisions) we work together to deliver our national strategy, For All Hearts 2013-2017 under the auspice of a Federation Agreement and guided by our shared organisational values: Visionary, Dynamic and Collaborative; Integrity; and Passionate.

The National Company is comprised of the Chief Executive Officer’s office and four business units: Corporate Services, Revenue and Brand, Advocacy, and Health Outcomes.

This position is part of the National Health Outcomes team which supports the achievement of the goals and objectives of the national For All Hearts Strategy 2013-2017. This includes improving access to a healthier food supply, active living, early recognition and detection of heart attack, improved access, and better management of heart disease. There is also a strong focus on addressing health inequity amongst Aboriginal and Torres Strait Islander peoples, those who are culturally and linguistically diverse and those from low socio economic backgrounds across Australia.

Position Purpose:
Develop, implement and evaluate a recruitment strategy to promote and increase participation in the Heart Foundation Walking program and support more Australians to participate in community based walking.
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<tr>
<th>Accountabilities</th>
<th>Major Activities</th>
<th>Outcomes</th>
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<tr>
<td><strong>Program Recruitment and Delivery</strong></td>
<td>Achieve income and registration targets within target regions across Australia in line with agreed goals.</td>
<td>Agreed income and number of registrations achieved.</td>
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<td>Develop strategies and take responsibility for Host Organisation recruitment in priority areas.</td>
<td>Ensure registrations from target groups is achieved as a priority.</td>
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<td>Validate the eligibility of Host Organisation applications in liaison with the Online Customer Service Officer.</td>
<td>To enable them to be registered and invoiced within two weeks of agreeing to the Program terms and conditions.</td>
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<td>Recommend improvements to the programs to National Program Manager.</td>
<td>To inform HFW program model enhancements.</td>
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<td>Manage relationships with Host Organisations and Walk Organisers.</td>
<td>To ensure relationships are maintained with key stakeholders and recruitment targets are achieved.</td>
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<td>Identify opportunities for innovative applications of the new model for different settings and/or target audiences.</td>
<td>To broaden the reach of the HFW program and increase participation rates.</td>
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<td><strong>Marketing and Promotion</strong></td>
<td>Work with the Brand and Revenue Team to implement and evaluate an annual recruitment and communication plan including assisting with electronic communications and social media.</td>
<td>To meet target rates for conversion of potential into actual new Host Organisations and achieve budgeted income from new Host Organisations.</td>
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<td>Promote and market HFW to Host Organisations and general public in line with the program and marketing objectives.</td>
<td>To achieve targets for allocated region in order to continuously improve the program and promotional materials.</td>
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<td>Develop and maintain appropriate strategic and key relationships with Host Organisations to promote HFW in priority areas through launches, group workshops, ‘thank you presentations’ for Local</td>
<td>To strengthen partnerships with potential Host Organisations and increase exposure of Heart Foundation Walking to our target markets.</td>
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| **Website and Online Resources** | Coordinators and Walk Organisers as set out in annual plan.  
Coordinate bi-annual evaluation of the Heart Foundation Walking through program participants including Host Organisations to identify case studies and data to use in the media and marketing campaigns  
Provide feedback to National Program Manager as to Host Organisation response and interest patterns. | To promote the success of the Heart Foundation Walking program including health and community benefits  
To facilitate reporting and the development of recommendations for future program strategy planning. |

| | Manage the design and production of recruitment resources and merchandise in conjunction with Online Customer Service Officer and National Product Manager  
Manage the events, current promotions as part of HFW on the website and social media channels. | To ensure that they are fit for purpose and that resources are easily accessible via the website and there is an appropriate stock of quality merchandise.  
To ensure recruitment strategies are advertised and easily accessible on the website by program participants. |

**CHALLENGES:**  
- Working with and influencing Divisional Active Living staff and Cardiovascular Health team staff, given that there is no direct reporting line under the federated organisational structure.  
- Identifying and prioritising low cost, high impact strategies for recruitment at a national level.  
- Working with and influencing stakeholders in recreation, community and health industries.  
- Getting clear and consistent messages delivered to stakeholders to effectively plan and deliver local community based walking programs.  
- Keeping abreast of the evidence and policy environment given the complex nature of active living.  
- Forecasting future issues in the active living and community health environment that are relevant to and appropriate for the Heart Foundation to engage in.

**KEY COMMUNICATIONS:**  
- Regular engagement and collaboration with the Heart Foundation Walking team, National Healthy Hearts team and National Cardiovascular Health team. Also with wider state based Cardiovascular Health Directors and divisional Active Living staff.  
- Representation on National Active Living working groups  
- Regular engagement and liaison with key internal Heart Foundation business units such as the Health Content Unit, Marketing and Communications Team and the Data and Evaluation Team.
### KEY COMMUNICATIONS continued

**Externally:**
- Regular engagement with key stakeholders (potential Host Organisations and Local Coordinators) to establish local walking groups programs.
- Working directly with key recreation, health and community stakeholders and partners to positively influence the establishment and retention of Heart Foundation Walking groups.
- Presentations at relevant conferences, workshops and key forums.

### DECISION MAKING:

**Independently**
- Decision and sign-off of budget expenditure to the total of $3,000.
- Liaison with key internal and external stakeholders.

**With input**
- Development, implementation and evaluation of annual operational plans.
- Input into development of sponsorship submissions and grant funding proposals.

**Recommends**
- Strategies and initiatives sponsorship for submissions and grant funding proposals.
- Strategies and initiatives for annual operational plans.

### KNOWLEDGE, SKILLS & EXPERIENCE

- Tertiary qualifications in a health and/or sales or marketing or business field.
- Demonstrated success in recruitment, sales and/or customer management.
- Well developed group facilitation skills.
- Proven ability to work unsupervised and demonstrated flexibility in work flow.
- Proven communication skills including the ability to write submissions and speak confidently in a range of forums.
- Demonstrated relationship building skills along with proven track record of external representation.
- Demonstrated strategic and operational program and project planning and management (including budget) with measurable results.
- Knowledge of the health promotion, physical activity environment.
- Negotiation and conflict resolution skills.
- Ability to undertake interstate travel.

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The work of the Heart Foundation Walking - National Recruitment Officer is overseen by the National Program Manager, Heart Foundation Walking and National Manager, Healthy Hearts.
Direct Reports (position titles):  

- Nil

Indirect Reports:  

Budget Management:

Income: External grants (where applicable)  
Expenditure: $40,000

Essential Competencies:

Interpersonal Savvy - Relates well to all kinds of people, up, down, and sideways, inside and outside the organisation; builds appropriate rapport; builds constructive and effective relationships; uses diplomacy and tact; can diffuse even high-tension situations comfortably.

Presentation Skills - Is effective in a variety of formal presentation settings: one-on-one, small and large groups, with peers, direct reports and bosses; is effective both inside and outside the organisation, on both cool data and hot and controversial topics; commands attention and can manage group process during the presentation; can change tactics midstream when something isn’t working.

Time Management - Uses his/her time effectively and efficiently; values time; concentrates his/her efforts on the more important priorities; gets more done in less time than others; can attend to a broader range of activities.

Written Communications - Is able to write clearly and succinctly in a variety of communication settings and styles; can get messages across that have the desired effect.

Creativity - Comes up with a lot of new and unique ideas; easily makes connections among previously unrelated notions; tends to be seen as original and value-added in brainstorming settings.

Customer Focus - Is dedicated to meeting the expectations and requirements of internal and external customers; gets first-hand customer information and uses it for improvements in products and services; acts with customers in mind; establishes and maintains effective relationships with customers and gains their trust and respect.

Action Orientated - Enjoys working hard; is action oriented and full of energy for the things he/she sees as challenging; not fearful of acting with a minimum of planning; seizes more opportunities than others.

Organising - Can marshal resources (people, funding, material, support) to get things done; can orchestrate multiple activities at once to accomplish a goal; uses resources effectively and efficiently; arranges information and files in a useful manner.

Problem Solving - Uses rigorous logic and methods to solve difficult problems with effective solutions; probes all fruitful sources for answers; can see hidden problems; is excellent at honest analysis; looks beyond the obvious and doesn’t stop at the first answers.

Drive for Results - Can be counted on to exceed goals successfully; is constantly and consistently one of the top performers; very bottom-line oriented; steadfastly pushes self and others for results.

integrity  dynamic  collaborative  passionate  visionary
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