

## Position Description

Position Title	Consumer Information and Engagement Manager
Location	Brisbane
Team	Consumer
Employment Status	Full-time
Award	Social, Community, Home Care and Disability Services Award 2010
Classification	Level 7
Reports to	General Manager, Consumer Programs and Partnerships
Direct Reports	6
Version	August 2025

### PURPOSE OF POSITION DESCRIPTION

The purpose of this position description is to document the purpose, desired candidate attributes and key responsibilities encompassed within the role. The key areas of responsibility and performance indicators are tied to performance review and career development. This document should be reviewed annually as changes in the organisation may result in the need to update the position description.

### SECTION 1

#### Our Mission

Healthy lungs for all.

#### Our Vision

To lead lung health and transform lives through impactful programs, policy, campaigns, and research.

#### Our Values

Our values underpin everything we do:

- **Trusted:** We are a credible, evidence-based authority in lung health, disease and cancer.
- **Excellence:** We set the standard through expertise, leadership and innovation, striving every day for the highest quality in everything we do.
- **Impact-driven:** We create meaningful, lasting impact in lung health, with a commitment to equity and addressing disparities.
- **Collaborative and inclusive:** We listen deeply, value lived experience and work together for better outcomes.

- **Curious and innovative:** We embrace new ideas, challenge the status quo, and remain responsive and adaptable in a changing world.
- **Empathetic and fair:** We approach our work with care, compassion and fairness, and a deep understanding of those we serve.

### Our Strategic Priorities

1. Promote lifelong lung health and prevent disease
2. Advance lung health equity
3. Support people to live well with lung disease
4. Drive life-changing research and innovation

### OUR TEAM

Lung Foundation Australia is an award-winning profit for purpose organisation and national peak health and advisory body for lung health. We are proud to be an Employer of Choice, recognised for our commitment to staff wellbeing, inclusion and shared sense of purpose.

Following significant growth in brand, influence, funding, and reach, we have entered a bold new chapter with our 2026–2030 Corporate Plan. This plan builds on more than three decades of impact and outlines an ambitious agenda to embed lung health as a national priority, expand our reach, and improve outcomes for all Australians.

Our strong performance has been recognised nationally with awards including:

- Non-Government Organisation of the Year – 2020 & 2024
- The Voice Project's Best Place to Work – 2020, 2021, 2023, 2024 and 2025

We operate from offices in Brisbane, Sydney, and Melbourne with a national footprint supported by a growing network of staff and volunteers. We are committed to work-life balance, flexibility, and an inclusive workplace culture.

Over the next five years, we will:

- Expand into new offices and priority regions
- Double our workforce to meet demand
- Launch new programs, research initiatives, and advocacy campaigns that deliver measurable impact

Before applying, we encourage you to learn more about our Mission and impact by reading our [Annual Impact Report](#).

## SECTION 2

### PURPOSE OF THIS ROLE

The Consumer Information and Engagement Manager is responsible for leading and managing the key functions related to facilitating access to information and engagement opportunities for LFA consumers. This includes the day to day operations of Lung Foundation Australia's Information Centre; consumer engagement activities and the peer support program.

- The Information Centre is the primary means via which LFA provides information and appropriate referral (service navigation) for patients, carers and health professionals via free call 1800 number, website enquiry forms, chatbot and email. The Information Centre works collaboratively with all LFA programs including a national telephone-based specialist nurse service, and other support service.
- The Peer Support Program connects people with a lived experience and their carers in a support network that includes face to face groups, online groups and one to one telephone-based mentoring.
- The LFA consumer engagement strategy provides opportunities for consumers to connect with LFA at various levels depending on their area of interest and level of commitment. This role's primary responsibility is in managing the consumer advisory committees (currently four) and connecting LFA consumers to internal and external engagement opportunities, ensuring lived experience informs program and resource development, research, media and communications and advocacy.

The role is responsible for leading the development, implementation, delivery and evaluation of the Information Centre, The Peer Support Program and consumer engagement activities. Each area will have defined KPIs that measure efficiency, activity, satisfaction, impact and quality.

The Consumer Information and Engagement Manager is also involved in the development of grant applications and service innovation to ensure the services offered are contemporary and respond to demand and changing need.

## **SKILLS, QUALIFICATIONS AND KEY ATTRIBUTES REQUIRED (KEY SELECTION CRITERIA)**

### **Qualifications**

Tertiary qualifications in health or a related discipline.

### **Experience**

- A minimum of 5 years experience in the management of Information and engagement programs/services, preferably in the health sector or not for profit sector.
- A proven track record in understanding how to effectively use different channels to engage and communicate with consumers seeking health related information (telephone, website chat bots, email)
- Qualifications in a health-related discipline is highly desirable

## Knowledge and Skills

As the ideal candidate, your skills and attributes include:

- Demonstrated experience delivering a service or program that included telephone and/or digital access options and interventions e.g telehealth
- Demonstrated experience leading and developing a team who may not be in the same location
- Demonstrated experience at interpreting, translating and delivering complex health information to specific targeted audience through multi-modal methods.
- Project management experience with a strong focus on program implementation and evaluation.
- Ability to leverage data and analytics to drive outcomes and impacts, make informed decisions, report on successes and learnings and drive best practice and continuous improvement.
- Ability to manage competing priorities and meet multiple deadlines.
- Ability to effectively liaise and negotiate with a range of stakeholders, internal and external to the organisation.
- Strong digital literacy with proficiency in Microsoft Office, and Salesforce.

As part of your induction process you will be required to undertake the following:

- National Police Check

## KEY AREAS OF RESPONSIBILITY AND PERFORMANCE INDICATORS

The major areas of work, organised as key areas of responsibility and performance indicators, are outlined in this section.

Key Areas of Responsibility	Performance Outcomes
<b>Strategic Leadership &amp; Planning</b>	<ul style="list-style-type: none"><li>• Understand the needs of consumers (through LFA lived experience research) and align information services and programs to address those needs. Most importantly, identify gaps and help inform strategies that can address those gaps.</li><li>• Develop &amp; manage annual plans for the Information Centre, Peer Support Program and Consumer Engagement that align with the Corporate Plan and overall Annual Budget and Activity Plan for LFA.</li><li>• Identify and apply opportunities (including digital innovations) to deliver information and support to those diagnosed with lung disease and their carers.</li><li>• In conjunction with the General Managers, identify and communicate with potential external funding opportunities.</li></ul>
<b>Information Centre – General Enquiries</b>	<ul style="list-style-type: none"><li>• Implement a program logic that supports people with lung disease and cancer or those at risk of lung disease and cancer to access timely information.</li></ul>

	<ul style="list-style-type: none"> <li>• Manage Information Support Centre staff including Lung Cancer Screening Helpline to effectively triage and respond to general enquiries via email, phone, chatbot and other channels.</li> <li>• Implement evaluation plan including lead and lag performance inductors for services.</li> <li>• Analyse data and create reports to demonstrate program outputs (behavioural, customer service) and outcomes (as per program logic).</li> <li>•</li> <li>• Triage and link customers to relevant LFA services in accordance with customer service KPIs.</li> <li>• Ensure LFA's CRM processes are implemented to facilitate accurate reporting and evaluation.</li> <li>• Liaise with Marketing and Communications Team and wider organisation to support campaigns where the information Support Centre is the primary call to action.</li> <li>• Ensure access to up-to-date, evidence-based resources that support service navigation and consumer information needs.</li> <li>• Investigate and provide responses to unique or complex enquiries.</li> <li>• Ensure confidentiality and privacy is maintained in accordance with LFA policy position.</li> </ul>
<b>Peer Support Program</b>	<ul style="list-style-type: none"> <li>• Lead and oversee the delivery of the Peer Support Program, including face-to-face groups, online groups, and telephone-based mentoring.</li> <li>• Support peer volunteers and coordinators to ensure quality, consistent, and safe facilitation of groups and mentoring relationships.</li> <li>• Implement and evaluate program logic to measure reach, satisfaction, and impact of peer support services.</li> <li>• Ensure lived experience remains at the core of program design and delivery.</li> <li>• Collaborate with Communications and Marketing to promote the program and increase participation.</li> </ul>
<b>Consumer Engagement</b>	<ul style="list-style-type: none"> <li>• Manage consumer advisory committees to ensure annual priority plans are developed, meetings occur quarterly, committee chairs are supported and engaged</li> </ul>

	<ul style="list-style-type: none"> <li>• Collaborate with Communications and Marketing to promote the program and increase participation.</li> <li>• Identify, connect, and support consumers to contribute to LFA's work in research, advocacy, media and communications, and program/resource development.</li> <li>• Facilitate meaningful engagement opportunities at multiple levels of commitment, ensuring inclusivity and diversity of consumer voice.</li> <li>• Evaluate consumer engagement activities to measure quality, satisfaction, and impact.</li> <li>• Collaborate across LFA to embed consumer insights in decision-making and service innovation.</li> </ul>
<b>Telehealth Services</b>	<ul style="list-style-type: none"> <li>• Implement a program logic that supports people with lung disease and cancer or those at risk of lung disease and cancer to access timely information.</li> <li>• Work collaboratively with the Chief Nurse to support a clinician led telephone-based services across lung disease, lung cancer and occupational lung disease for both patients and carers.</li> <li>• Collaborate with the Marketing and Communications team and SLT to promote the service to increase reach and uptake.</li> <li>• Implement evaluation plan including lead and lag performance inductors for services.</li> <li>• Analyse data and create reports to demonstrate program outputs (behavioural, customer service) and outcomes (as per program logic).</li> <li>• Ensure confidentiality and privacy is maintained in accordance with LFA policy position.</li> </ul>
<b>Team Leadership</b>	<ul style="list-style-type: none"> <li>• Provide leadership across all program areas, fostering continuous improvement and performance excellence.</li> <li>• Identify developmental opportunities to support team members to achieve objectives.</li> <li>• Work in consultation with the Senior Manager People and Culture for recruitment and staffing matters.</li> <li>• Work with senior leadership team and GM to develop a positive team culture and be a role model for values</li> </ul>
<b>CRM &amp; Reporting</b>	<ul style="list-style-type: none"> <li>• Ensure the team are applying the CRM (SalesForce) data strategy and actively and accurately recording customer interactions within the platforms.</li> </ul>

	<ul style="list-style-type: none"> <li>• Generate reports and develop insights for a range for the service.</li> <li>• Contribute to project progress reports, government contract reporting, and sponsor/funder reports.</li> </ul>
<b>Finance Management</b>	<ul style="list-style-type: none"> <li>• Develop, monitor, and proactively manage budgets across the Information Support Centre, Peer Support, and Consumer Engagement programs to ensure effective use of resources and strong financial controls.</li> </ul>
<b>Team contribution and effectiveness</b>	<ul style="list-style-type: none"> <li>• Demonstrate behaviours that reflect LFA values and positively contribute to team culture.</li> <li>• Collaborate with the senior leadership team and broader organisation to achieve shared goals.</li> <li>• Share program activity updates across LFA.</li> <li>• Participate in LFA events and meetings as required.</li> <li>• Comply with Lung Foundation Australia values, policies, procedures and statutory obligations.</li> </ul>
<b>Workplace Health &amp; Safety (WHS)</b>	<ul style="list-style-type: none"> <li>• Comply with legislative and Lung Foundation Australia WHS Policy.</li> <li>• Ensure a safe working environment for self and others, including when working from home.</li> </ul>

### SECTION 3

#### REPORTING RELATIONSHIPS

The role reports to the General Manager, Consumer Programs and Partnerships.

The following positions report to this role:

- Information & Support Coordinators
- Lung Cancer Screening Helpline Coordinators
- Consumer Engagement Coordinator
- Peer Support Coordinator

#### EXTERNAL RELATIONSHIPS

This position works with a variety of internal and external stakeholders to deliver projects and activities.

### SECTION 4

#### PERFORMANCE APPRAISALS

Performance review and career development discussions will take place six monthly with the General Manager, Consumer Programs and Partnerships.

## **SECTION 5**

### **ACCEPTANCE OF POSITION DESCRIPTION**

This position description is intended to describe the general nature of the duties performed. It is not intended to be a complete list of all responsibilities, duties and skills required of the position. Other appropriate duties may be assigned that are not listed in the position description.

My signature below indicates that I have reviewed, accepted, and received a copy of this position description.

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(Employee name)

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Date