



## POSITION DESCRIPTION

<b>Job Title</b>	Information Resources Development Manager – My CP Guide
<b>Company</b>	Cerebral Palsy Australia
<b>Location</b>	Remote/Work from Home
<b>Status:</b>	Full-Time for 12 months (with view to extension) (possibly Part-Time)
<b>Reports to:</b>	Project Manager – My CP Guide
<b>Remuneration:</b>	Range \$110,000 - \$120,000 including superannuation (DGR status for salary packaging)

### Project Background

My CP Guide is funded as part of a National Disability Insurance Agency (NDIA) Information, Linkages and Capacity Building (ILC) funding round.

A consortium led by Cerebral Palsy Australia, Ability First Australia, the Cerebral Palsy Alliance and Cerebral Palsy Support Network, is establishing a consolidated national platform for information regarding cerebral palsy for people with cerebral palsy, their families, support providers, key NDIS roles, the community and mainstream services.

The project is delivering a digital platform which embraces leading and emerging technological solutions in the presentation and distribution of information. The model will focus on key life stages and transition points and ensure information is provided in Plain Language and Easy English formats.

Existing resources produced by third parties, which have been assessed through our information governance framework, will be housed within the platform. The project has funding to develop, or support the modification or updating of existing, information resources.

The decision about which information resources to develop or update has been informed by a needs analysis, with people with cerebral palsy, carers, and key people with strategic insight into the needs of people with cerebral palsy and the systems and services that most impact on their lives. Our work is informed by an audit of existing information resources.

The gap between the needs of people with cerebral palsy and current information resources will be the primary focus of resource development.

### Primary Purpose of Role

To manage the development and implementation of information resources (new and existing third party content) for people with CP and their families by coordinating and advising content specialists to produce meaningful resources.

Key Responsibilities/Accountabilities	Performance Measures
<p><b>Project Management</b></p> <ul style="list-style-type: none"> <li>• Develop and monitor project plan and budget for information resources of the My CP Guide.</li> <li>• Input to the overall reporting requirement of the My CP Guide project to funders and stakeholders.</li> <li>• Reporting to Project Manager on progress against budget and project plan.</li> </ul>	<ul style="list-style-type: none"> <li>• Project plan developed within first 30 days.</li> <li>• Develop and meet budget and timeframes.</li> <li>• Reporting requirements met.</li> </ul>
<p><b>Information Resources</b></p> <ul style="list-style-type: none"> <li>• Understand and segment the target audience and their specific information resource requirements.</li> <li>• Based on needs/gap analysis that has already been complete (to fill the gaps in resources that have been identified), work alongside the project team and consumers to prioritise the creation of required information resources.</li> <li>• Identify and collaborate with sector stakeholders to identify key organisations to produce information resources.</li> <li>• Oversee and coordinate content specialists (such as sector stakeholders, cerebral palsy specialists, disability service providers) to produce information resources, e.g. fact sheets, videos, blog pieces or consumer-facing research summaries.</li> <li>• Provide expert content development and communications advice to the content specialists to ensure information resources are valuable to the content specialist organisations, people with CP and their families.</li> <li>• Closure with content specialists/AFA members on completion of the information resource piece.</li> <li>• Information resources developed and submitted to Project Manager for review and approval prior to being uploaded to My CP Guide website.</li> <li>• Work with the Development Manager to implement content and Style Guide across all information resources.</li> <li>• Manage third party content relationships to ensure permissions and currency of hosted content.</li> </ul>	<ul style="list-style-type: none"> <li>• Understand and prioritise the 10 to 12 pieces required for development.</li> <li>• 10 to 12 information resources developed and implemented.</li> <li>• Quality and usefulness of information resources to people with CP and their families.</li> <li>• Comply with Style Guide.</li> </ul>
<p><b>Relationships Management</b></p> <ul style="list-style-type: none"> <li>• Develop and nurture respectful relationships with key stakeholders as the subject matter experts.</li> <li>• Manage partnerships and content permissions for third party content hosted within the platform.</li> </ul>	<ul style="list-style-type: none"> <li>• Feedback on relationships and stakeholder management from stakeholders/content specialists.</li> </ul>

Key Responsibilities/Accountabilities	Performance Measures
<b>Content Creation</b> <ul style="list-style-type: none"> <li>Management of third-party suppliers to develop information resources as required.</li> </ul>	<ul style="list-style-type: none"> <li>Quality information resources within set timeframes and budget.</li> </ul>

Experience/Qualifications
<b>Essential</b> <ul style="list-style-type: none"> <li>Significant experience in marketing/communications roles relevant to this position.</li> <li>Tertiary qualifications in marketing/communications or similar.</li> <li>Experience developing similar information resources in the health/disability/community services sectors.</li> <li>Understand strengths-based, person centred communication relevant to the design and development of content for people with disabilities.</li> <li>Proven ability to develop strong relationships with valued (member organisation) stakeholders, including as content specialists.</li> <li>Demonstrated project management experience of content development projects or similar.</li> </ul>
<b>Desirable</b> <ul style="list-style-type: none"> <li>Experience with content management systems.</li> </ul>

Direct Reports
<ul style="list-style-type: none"> <li>Nil</li> </ul>

Key Relationships	
<b>Internal</b>	<ul style="list-style-type: none"> <li>Project Manager</li> <li>Development Manager</li> </ul>
<b>External</b>	<ul style="list-style-type: none"> <li>Content Specialists (Researchers, Academics, Clinicians, CP Specialists, Disability Service Providers)</li> </ul>

Extent of Authority	
<b>Budget responsibility</b>	<ul style="list-style-type: none"> <li>Manage within set budget for Information Resources</li> </ul>
<b>Authority to Act</b>	<ul style="list-style-type: none"> <li>Submit for Approval to Project Manager</li> </ul>

<b>Role Description Approved By</b>	
<b>Date</b>	