



Position Description

Position Title	
Director, Raising Children Network	
Mode of employment:	Maximum term Contract
Time fraction:	1.0 FTE
Contract duration	5 years Employment is subject to satisfactory completion of a six (6) month probationary period.
Salary range:	>\$150K+ (plus employer superannuation)
Location	Melbourne: Works across Parenting Research Centre (PRC) and Murdoch Children's Research Institute offices
Reports to	Board of the Raising Children Network
Working relationships:	<ul style="list-style-type: none">• <i>Internal:</i> manages a team of 15 staff across the PRC and Centre for Community Child Health. Works closely with delegated Directors, and is a part of the senior management groups of both PRC and Centre for Community Child Health.• <i>External:</i> Funders including the Australian Department of Social Services, infant, child health and adolescent health sector, early years organisations, disability sector, peak bodies and other government and non-government sectors
Other information:	Staff are required to: <ul style="list-style-type: none">• Hold a Working with Children Check & undergo a National Police Clearance in compliance with the Victorian Government's Child Safety Standards• The National Police Clearance must be renewed every 3 years and the Working with Children Check must be renewed every 5 years or at the expiry date of the check, whatever comes first.

Position Overview

The Raising Children Network (RCN) is seeking to appoint an entrepreneurial and dynamic individual who will lead the development of the internationally significant, award-winning, evidence-based, digital parenting support platform, including its flagship parenting website: raisingchildren.net.au.

RCN specialises in the translation of scientific research and best-practice in child development and parenting support into contemporary, practical and reliable parenting information tools and resources delivered in multi-media formats via the website and related digital platforms.

We are now looking for someone to lead the next phase of RCNs development, including: driving the strategic development of the existing platform, while remaining aligned to our purpose and vision; creating opportunities through innovation and new partnerships; and charting pathways to longer term financial sustainability and greater impact, whilst, at the same time, ensuring smooth and effective operations required to maintain our world class digital products.

In doing this, you will work closely with the [RCN Board](#), be embedded in two of Victoria's leading child and family research organisations, and be supported by a talented, productive and creative multidisciplinary project team based at the Parenting Research Centre (PRC) and the Centre for Community Child Health (CCCH) at the Murdoch Children's Research Institute.

About the Raising Children Network

Raising Children Network's flagship product is raisingchildren.net.au. This highly regarded online resource offers Australian parents and carers trusted, reliable, free information on everyday parenting issues from pregnancy through to teens.

The website features plain language articles, videos, graphic guides, interactive tools, podcasts, webinars and apps on topics spanning physical, social and emotional health, development, disability and autism, school and education, and safety from pregnancy to teenagers. Content is original, based on the latest scientific evidence, reviewed by experts and designed for busy parents and professionals working with families. Content is regularly reviewed and updated.

In 2020, the website received 30 million visits and 43 million pageviews. Raising Children Network has developed a robust content development process with a style and tone that strongly resonates with parent audiences.

RCN is a joint venture of the Parenting Research Centre with the Murdoch Children's Research Institute and the Royal Children's Hospital Melbourne's Centre for Community Child Health. The partnership is incorporated as a Company Limited by Guarantee with PRC and MCRI as its sole members. Two representatives from each Member sit on the Board with an independent Chair. Roles and responsibilities of the Member organisations are set out in a Members Agreement, with each Member recruiting and employing a team that work together under the direct management of the RCN Director.

RCN actively seeks and receives funding from diverse sources, however, its funding for the national parenting information website comes from a decade-long funding agreement with the Australian Government Department of Social Services. This Funding was recently extended for a further five years.

Employment of the Director

The Director is appointed by and is the sole employee of Raising Children Network (Australia) Limited. The Director will also be given Honorary Appointments at MCRI and PRC to enable full participation with each Member organisation. To further support organisational engagement with RCN, the Director sits on the senior management teams of PRC and the Centre for Community Child Health. The Director reports to and is accountable to the RCN Board. However, Board Directors from PRC (Warren Cann) and MCRI (Prof Frank Oberklaid) are delegated by the Board to provide day-to-day support to the role.

Responsibilities of the Role

1. Support the strategic thinking and governance role of the RCN Board, and implement strategic directions established by the Board,
2. Drive business development and income diversification according to strategic directions, government priorities and emerging areas of investment.
3. Create opportunities through thought leadership and building partnerships with government and non-government sectors.
4. Grow reach and impact by developing effective parenting information resources on the raisingchildren.net.au platform for use by the family, health, education, community and welfare sectors, and work to embed their use in service delivery and practice.
5. Lead high-level stakeholder management, representing RCN in government, policy and professional forums as well as quality presentations and publications.
6. Oversee the production of plain language, evidence-based digital content on child development, health and parenting, consistent with RCN's philosophy on approach and style.
7. Ensure currency of content, as per project protocols, and functioning and maintenance of the website.
8. Work with the PRC's Manager of Marketing and Communications to increase awareness and promote the use of Raising Children Network by its audience.
9. Ensure that RCN meets all contract deliverables including reporting to stakeholders, content creation and currency requirements, website functionality, and promotion; and all relevant standards and regulations related to contracts and internal policies.
10. Coach and develop a high performing, multidisciplinary team distributed across two organisations.
11. Manage risk associated with running a major website and digital platforms, monitor impact and functionality of the website, parent engagement and consumer feedback.

12. Represent Raising Children Network in public dialogue, mass media and professional forums.
13. Other duties as directed.

Key Selection Criteria

Essential

1. Accomplished leader and collaborator, effective problem solver, and a person with integrity who inspires others.
2. Entrepreneurial flair and demonstrated capacity to cultivate business opportunities and win funding.
3. Demonstrated capacity to work effectively with a board and execute strategic imperatives.
4. Strong leadership skills and capacity to build, support and develop a high-performing team.
5. Deep knowledge of and appreciation for the scientific method and the production of research evidence.
6. Substantial track record in the effective translation of scientific research for a consumer audience.
7. Extensive understanding of contemporary digital media platforms and its capacity to engage, inform and support people, as well as risk management related to online environments.
8. Extensive experience in the successful delivery of major projects with high impact and successful outcomes, contract management, budget planning and monitoring and reporting.
9. Highly developed skills and experience in complex stakeholder management, including demonstrated capacity to work effectively with governments, non-government agencies and peak bodies.
10. Polished public speaker and media performer, experienced in working in high-level stakeholder forums and comfortable engaging with a wide range of media platforms.

Desirable

1. Relevant qualification and/or deep content knowledge in an area related to child and family development and wellbeing.
2. Knowledge of the child and family sector (education, health, welfare or disability)
3. Experience working with a Board.