

Manager, Evaluation and Engagement Position Description

Position Title: Senior Manager, Evaluation and Engagement

Reporting To: TBC

Internal Stakeholders: Works closely with models of care, education, workforce planning and marketing teams.

External Stakeholders: Clinicians, general practice, health networks and community. Stakeholders and clients from government, private enterprise, and non-for-profit.

Full-Time Equivalent: 1.0 FTE

About GPEX

At GPEX, we believe that primary health care must be reimagined to address Australia's emerging healthcare challenges. Our work is driven by a simple but powerful belief: that primary care professionals have the potential to create meaningful change, and it's our job to help unlock that potential. We're in the midst of a major and exciting transformation, blending 20 years of experience with the energy and innovation of a start-up.

Our goal is to empower primary healthcare professionals at every stage—from students to system innovators. We're redefining study preparation and CPD by creating pathways and credentials that build real capability. We connect primary care, urgent care, and hospitals, driving meaningful change through innovative models of care supported by our unique educational foundation. Armed with cutting-edge skills and data-driven insights from our workforce planning and evaluation capabilities, we're paving the way to a stronger, more resilient healthcare system in Australia.

GPEX Values



Excellence
we aspire to
excellence



Innovation
we continually seek
better ways



Integrity
we act with ethics and
own our actions



Collaboration
we unite to deliver on
our purpose

Position Purpose

The Manager, Evaluation and Engagement at GPEX is a pivotal role that undertakes the development and implementation of comprehensive co-design, evaluation and engagement frameworks and activities to measure social, economic and customer impact. This ensures that GPEX's services—ranging from Workforce Planning and Prioritisation (WPP) to education packages and innovative care models—are grounded in rigorous, evidence-based methods that effectively measure and demonstrate their impact.

You will be responsible for effectively and efficiently managing multiple longitudinal quantitative research and evaluation projects, overseeing all aspects from scope and design to analysis and interpretation of longitudinal quantitative data, producing milestone, annual, and final reports.

A critical aspect of this role involves engaging directly with the healthcare community, including regular visits to general practices and collaboration with GPs, health professionals, and other key stakeholders. The successful candidate will gather valuable insights from the field for a variety of projects. By promoting GPEX's offerings at relevant industry events and integrating these insights into continuous service improvements, this role ensures that research and evaluation are both practically relevant and drive ongoing innovation within GPEX.

Key Responsibilities

Research, Evaluation, and Impact	<ul style="list-style-type: none">• Lead the strategic development and implementation of research, evaluation, and impact frameworks across existing and new programs and projects, ensuring these frameworks are tailored to the unique needs and challenges of the healthcare sector.• Effectively and efficiently lead and manage multiple longitudinal quantitative research and evaluation projects including scope and design; development and implementation of project and data management systems; and analysis and interpretation of longitudinal quantitative data.• Oversee the organisational evaluation program, ensuring the design of robust methodologies to gather and analyse clinical and market data that inform the development of GPEX's service offerings and work with the education team to embed these to offer comprehensive education and evaluation packages to clients.• Produce high-quality external facing whitepapers and client reports that disseminate thought leadership and impact of GPEX's service offerings and advocacy efforts, contributing to the broader evidence base in primary healthcare and repeat business.• Develop and refine program logics that clearly define measurable outcomes, ensuring alignment with GPEX's strategic goals and the needs of healthcare professionals.
Stakeholder Engagement and Market Insights	<ul style="list-style-type: none">• Build and maintain strong relationships with GPs and health professionals, ensuring consistent and meaningful engagement.• Develop and implement a comprehensive stakeholder engagement and communication plan, outlining the process for meaningful consultation, feedback, and continuous improvement.• Conduct in-depth market research, including quantitative and qualitative interviews with healthcare professionals, to gather insights on their needs, challenges, and feedback on GPEX's programs.• Utilise gathered insights to inform and adjust GPEX's strategic planning and service offerings, ensuring they meet the evolving needs of the healthcare sector.• Design and facilitate workshops, focus groups, and other engagement activities to gather real-time feedback and foster collaboration among stakeholders.

	<ul style="list-style-type: none"> Actively identify new opportunities and promote GPEX’s models of care, CPD offerings, and workforce planning services through direct engagement and representation at regional and rural field days, workshops, conferences, and open days.
<p>Management and Compliance</p>	<ul style="list-style-type: none"> Ensure all research, evaluation, and stakeholder engagement activities adhere to ethical standards, are culturally appropriate, and comply with relevant regulations. Oversee the design and implementation of systems and processes that build GPEX’s impact measurement capability, embedding a culture that values research, evidence, and continuous improvement. Prepare and present management reports that monitor the ongoing effectiveness of GPEX’s research, evaluation, and impact initiatives, providing recommendations for future actions.

Key Capabilities

Research Design, Methodology, and Analysis
 Expertise in developing and implementing both qualitative and quantitative.

Strategic and Analytical Thinking
 Strong ability to interpret data, identify trends, synthesise information, and translate findings into meaningful insights.

Stakeholder Management
 Proficiency in building and maintaining productive relationships with diverse stakeholders..

Health Services Knowledge
 Understanding of healthcare services, and familiarity with Continuing Professional Development (CPD) requirements to promote and integrate evaluation into program offerings.

Program Management
 Capability to design, develop, and refine programs while managing and contributing to projects from inception to completion.

Communication Excellence
 Expertise in crafting and delivering clear, impactful verbal and written communications including engagement plans, reports, and proposals.

Innovative Design Thinking
 Ability to apply design thinking principles to create innovative solutions that address complex challenges in healthcare and program development.

Engagement and Promotion Experience
 Engaging clinicians and promoting services through outreach, community and professional events.

Qualifications and Experience:

- A tertiary qualification in medicine, health, public health, social sciences, evaluation, or a related field.
- Demonstrated experience in designing, implementing, and leading comprehensive market research or quantitative and qualitative research and evaluation projects.
- Proven ability to build and maintain strategic relationships with diverse stakeholders, including health professionals, government agencies, and community organisations.
- Strong analytical skills with the ability to interpret complex data, develop actionable insights, and contribute to strategic planning.
- Extensive experience in managing large-scale projects, including development, implementation, and evaluation, with a track record of delivering on time and within budget.
- Excellent written and verbal communication skills, with experience in producing high-quality reports, whitepapers, and presenting findings at industry events and to senior management.
- A demonstrated commitment to innovation, with the ability to engage in co-design and apply design thinking principles and drive continuous improvement in program and service delivery.
- Proven ability to ensure that all research, evaluation, and stakeholder engagement activities adhere to ethical standards, are culturally appropriate, and comply with relevant regulations.
- Experience in customer and stakeholder engagement, identifying, promoting and pursuing opportunities to enhance awareness of services and/or products for customers and clients.

Desirable:

- In-depth understanding of healthcare services, clinician engagement, and familiarity with Continuing Professional Development (CPD) requirements and the Australian healthcare landscape.
- Be a Registered Health Professional.
- A postgraduate degree in evaluation, research, or health systems is highly desirable.

Work Conditions:

- Full-time position with some flexibility in working hours to accommodate client and team needs.
- Significant intra and inter-state travel is anticipated for this role, including to rural and remote areas. International travel may be required.