



# Clinical Engagement Lead

## POSITION DESCRIPTION

### About Social Innovation Limited

Social Innovation Ltd is an entity within the Wise Group, one of the largest NGO providers of mental health, addiction and wellbeing services in Aotearoa. The Wise Group whānau of charitable organisations has each been specifically created to respond to an identified need or systems gap. Together, we provide services and resources, drive research, and champion new thinking.

Social Innovation Limited (SIL) houses the group's current innovation programmes, backed by over 35 years of putting social innovation and investment into action. At SIL we ideate, create, and scale new opportunities for the wellbeing of people, vulnerable populations, organisations and communities.

Just a Thought is a free online cognitive behavioural therapy (CBT) tool, specially designed for New Zealand people. We're a small team of passionate and enthusiastic specialists with one collective goal - to make effective and engaging mental wellbeing support available to every New Zealander.

### Position purpose

The purpose of this role is to champion the promotion and adoption of our free Just a Thought online mental health courses and resources across Aotearoa while also providing clinical expertise for course content, as well as clinical support and oversight for our team.

The Clinical Engagement Lead will build strong, enduring relationships across the health and community sectors, including with general practices, PHOs, Health NZ | Te Whatu Ora services, NGOs, and iwi-based and kaupapa Māori providers. With a clinical background (ideally in CBT or a related therapeutic framework), you'll speak credibly to the tool's benefits, support uptake and integration, and identify new opportunities for impact.

As the clinical spokesperson, you'll travel across the motu, mapping and engaging with primary and community care. This may include leading presentations and demonstrations, and ensuring communities and healthcare professionals alike feel supported, safe, and confident to use and promote Just a Thought.

### Reports to

General Manager – Just a Thought

## Focus and responsibilities

### Engagement, promotion, and relationship building

- Develop and maintain strong, trusted relationships with stakeholders in primary care, secondary services, iwi and hapū providers, and community organisations.
- Act as a credible clinical voice and spokesperson in presentations, conferences, and sector events, raising the profile of Just a Thought with clinicians and community leaders.
- Drive referral partnerships within primary and secondary mental health and addiction services.
- Promote equity of access and culturally responsive engagement, especially for Māori, Pasifika, and priority populations.

### Clinical support and advisory

- Provide clinical oversight to product and content teams based on best practice, sector needs, service feedback, and clinical observations.
- Leverage your clinical background to speak confidently to the evidence base and application in practice.
- Contribute to training resources or support materials that help healthcare professionals and services integrate Just a Thought effectively.

### Sector insights and strategy

- Help map the current provider ecosystem in different regions, identifying gaps or opportunities for building referral partnerships.
- Support internal strategy with regular reporting on engagement efforts, uptake metrics, and partnership opportunities.

### Clinical advisory for Social Innovation Limited

- From time to time, your clinical advice and support may also be required for other programmes and projects within the broader SIL team.

## Attributes

- **KAIWHAKATUKUKI/ACHIEVERS.** We are people that make things happen. We identify where this is a need or a gap and take action.
- **MATAKA/PEOPLE WE DO THE RIGHT THING.** Being tika; we take responsibility for making sure our choices and actions are the right things for people, communities, and te taiao.
- **MATA KAI KAPUA/FRESH THINKERS** We are open to new possibilities and opportunities, ready to try different things to achieve equity.
- **KAITUITUI/CONNECTORS.** Everyone in our organisation, connects people and services, easing transitions and communication, strengthening our collective impact.
- **NGĀKAU ROTOTU/OPTIMISTIC.** We have a strong and shared belief that we create a better tomorrow, built on what we do today.
- **MĀHORAHORA/GENEROUS.** We operate with a generosity of heart and spirit to uplift the whole sector and improve outcomes for the people we all serve.
- **NGĀKAU AROHA/HEART LED** We think with our hearts, bringing logic and compassion to our decision making to guide everything we do.

## Requirements

### Essential

- 5 or more years' work experience in mental health and addiction, as well as engagement or stakeholder relationship roles.
- A clinical qualification (e.g. psychology, social work, nursing, counselling, occupational therapy) with some experience in CBT or a related modality.
- A strong understanding of the New Zealand health sector, especially primary and community care.
- A proactive drive to engage and scale effective e-therapy for Aotearoa.
- The ability to communicate complex information clearly and compellingly to both clinical and non-clinical audiences.
- Commitment to Te Tiriti o Waitangi and proven experience engaging with Māori and iwi-led organisations.
- Excellent organisational, planning, and time management skills.
- A current New Zealand driver's licence and comfort travelling across Aotearoa when needed.

### Preferred

- Knowledge of digital mental health tools, e-therapies, or stepped care approaches.
- Experience in community engagement or business development activity.
- Experience and proficiency with media interviews, public speaking and appearances.
- Experience working in or alongside kaupapa Māori, Pasifika, or migrant-led services.
- Confidence presenting to large groups or in clinical settings.

We want you to love your work, and we'll do  
whatever we can to support you to be the very best