

## POSITION DESCRIPTION DIGITAL MARKETING SPECIALIST

### Position Summary

The Digital Marketing Specialist is accountable for St.LukesHealth’s digital marketing strategy and execution with the purpose of increasing brand health and driving acquisition of new members across all digital channels. A key part of the role will be your passion to contribute to team culture, bring new ideas to life and bring discipline to analysing data to build insight to ultimately take the St.LukesHealth digital marketing offer to the next level.

### Key Capabilities

- Essential (Selection Criteria)*
- Experience contributing to a positive team and organisational culture
  - 3+ years’ experience in a similar digital role
  - Experience developing and executing digital marketing strategy
  - Experience in digital marketing execution – SEM, Google AdWords, SEO, Social media (organic and paid), website, mobile, app
  - Experience with Google Analytics with the ability to summarise key data into consumer insight to improve engagement and conversion
  - Experience managing a website including familiarity with web design and content management system experience
  - Experience in social media strategy and execution including prior use of tools including Facebook Ads Manager
  - Experience in growing digital sales conversion
  - Experience with CRM or an automated email marketing platform
  - The ability to prioritise, manage multiple tasks and bring structure to the management of projects with multiple stakeholders
  - Experience collaborating with internal and external stakeholders to deliver business objectives
  - Current Drivers Licence and Police Certificate

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*Qualifications* Tertiary qualification in marketing or related field.

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- Preferred*
- Knowledge and experience in the health industry and Private Health Insurance
  - Experience working with a CRM
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*Employment Conditions* Permanent full time – salaried position

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*Reports to* This role reports to the Chief Marketing Officer.

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*Working location* Based in Launceston, inter and intrastate travel may be required.

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*Professional Development* At St.LukesHealth your professional development plan will focus on helping you develop and grow at every level of your career to identify and develop strengths to enable you to do your best work every day.

## Key Responsibilities

MAJOR DUTIES	RESPONSIBILITY	PERFORMANCE INDICATORS
Digital	<ul style="list-style-type: none"> <li>Assist with the development and own the execution of the digital marketing strategy and plan.</li> <li>Deliver all digital campaigns across all digital channels</li> <li>Develop and execute SEO strategy and plan.</li> <li>Review and maintain website and digital content ensuring all content is up to date, on brand and compliant.</li> <li>Develop and execute social media strategy - plan, schedule, monitor and analyse.</li> <li>Grow and manage social media channels – post calendar, timely responses, engagement, two-way conversation.</li> <li>Working in partnership with the Brand and Communications team to design, create and implement digital content (e.g. website, videos, blogs, and podcasts).</li> <li>CRM digital marketing management.</li> <li>Buy digital media / work with media buying partner.</li> <li>Digital advertising budget setting and management</li> <li>Develop and maintain our web presence to increase brand awareness.</li> </ul>	<ul style="list-style-type: none"> <li>Digital strategy delivered</li> <li>Digital acquisition #</li> <li>Member growth %</li> <li>Digital lead generation #</li> <li>Digital conversion rate %</li> <li>Digital channel performance</li> <li>Social #s</li> </ul>
Brand	<ul style="list-style-type: none"> <li>Ensure digital channel delivers brand awareness and engagement.</li> <li>Ensure all digital activity is consistently on brand across all touchpoints.</li> </ul>	<ul style="list-style-type: none"> <li>Awareness %</li> <li>Preference %</li> <li>In market review and analysis</li> </ul>
Products	<ul style="list-style-type: none"> <li>Ensure all product information and details are accurate across website and digital channels.</li> <li>Maximise digital sales and conversion through website and digital media.</li> </ul>	<ul style="list-style-type: none"> <li>Digital acquisition #</li> <li>Digital sales funnel conversion rate %</li> </ul>
People	<ul style="list-style-type: none"> <li>Develop collaborative relationships with Brand and Communications Team, the broader St.LukesHealth business and external partners.</li> <li>Leads by example in modelling values and preferred behaviours that aligns with the Code of Conduct.</li> </ul>	<ul style="list-style-type: none"> <li>Feedback</li> <li>Internal surveys</li> </ul>

Reporting	<ul style="list-style-type: none"> <li>• Assist with conducting and analysing research (primary and secondary) to provide insight into strategy and activity planning.</li> <li>• Provide regular reviews of organisations digital performance including recommendations based on review/analysis.</li> <li>• Analysis and reporting of all digital analytics, delivering insight and refined activity.</li> <li>• Monitor and report on all competitor digital activity in market, adjusting SLH activity as required.</li> <li>• Develop key digital metrics and KPIs and key reporting to ensure digital marketing targets are being met.</li> <li>• Budget reporting and management.</li> </ul>	<ul style="list-style-type: none"> <li>• Monthly reporting</li> </ul>
Other	<ul style="list-style-type: none"> <li>• Ensure marketing material meets compliance requirements and is signed off by the compliance officer/manager.</li> </ul>	

## CAPABILITY FRAMEWORK\*

<b>Personal Attributes</b> Individual behaviours influenced by our values and ethical compass	<b>Build relationships</b> Shape and maximise relationships with colleagues, patients and the community	<b>Results focused</b> Drive and influence successful organisational outcomes	<b>Business enablers</b> Boost effective service delivery and champion change management	<b>Leadership and people management</b> Inspire, engage and develop our people
<b>Act with Integrity</b>  Work in a professional and ethical way, displaying self-awareness and motivation and commitment to learning	<b>Communicate Effectively</b>  Communicate with others and resolve conflict through considered conversation	<b>Demonstrate Accountability</b>  Take responsibility for actions and be proactive to address governance and safety risks	<b>Understand financial requirements (Stewardship)</b>  Minimise financial risk through utilising transparent processes to deliver our services	<b>Inspire direction and purpose</b>  Communicate our vision, linking organisational priorities and goals to outcomes
<b>Live our values and embrace diversity</b>  Demonstrate our values through genuine behaviours, harnessing and promoting the diversity of others in all that we do	<b>Work Collaboratively</b>  Work together, value other contributions and seek partnership opportunities	<b>Think and solve problems (Drive Innovation)</b>  Create opportunities to develop unique solutions to problems	<b>Manage Change</b>  Drive and champion change to support business outcomes	<b>Manage through our values</b>  Create an organisational culture that reflects our values and beliefs
<b>Show resilience &amp; compassion</b>  Be flexible towards change and share views, honestly and empathetically	<b>Influence and negotiate</b>  Leverage information and resources to support effective decision making and negotiations	<b>Deliver Results</b>  Efficiently plan and prioritise workload and adapt to changing circumstances to achieve quality results using resources efficiently	<b>Optimise resources</b>  Use resources effectively through service and workforce planning practices and use available technology to maximise efficiency and deliver effective services.	<b>Build and develop our people</b>  Develop a culture of continuous learning and development

\*Capability Level for this role: 3-4

## Values

### STEWARDSHIP *Taking care of the future*

*We encourage creativity and respond to the needs of our members to stay healthy, get well quicker, live better with illness and deliver peace of mind through the considered and innovative management of risk, capital, resources, people and products.*

I do my job well and know what it takes to deliver effective, meaningful and honest outcomes for our members.

I strive to improve the experience for members and team mates and accept my part in seeking good outcomes for everyone.

People are important to me and to the organisation, so I will behave in a way that encourages rather than discourages the members.

I have information that is important to members and will ensure I consider all their needs, working with others to meet those needs.

### RESPECT *Respect the individual*

*Our people put the team ahead of their personal success and commit to building the capacity of each other and our organisation through respect, communication, empowerment, valuing the individual strengths to serve our members*

I lead by example and set a high standard that motivates and encourages high achievement in others.

I have the power to make a difference in a member's life and will ensure I treat everyone respectfully.

I consciously devote my time and energy towards guiding and helping our members.

I am thoughtful and considerate when dealing with members, demonstrating kindness and patience.

### EXPERIENCE *Value the engagement*

*We are dedicated to partnering with our members and our people to deliver exceptional service, actively engaging with our community to build our reputation as innovative leaders in the health insurance industry.*

Good outcomes are the key focus of my service delivery.

My attitude determines my altitude and I approach everything in a positive and constructive manner.

I am a good listener and show sensitivity to the needs of members.

I will solve member enquiries and issues promptly and ask for help when I need it.

### INNOVATION *Dare to disrupt*

*We are committed to creating an ambitious and proactive environment that focusses on and encourages forward thinking and new ideas, partnerships, embracing change and continually enhancing the member experience.*

I strongly believe I can make a difference through my own efforts and acknowledge the efforts of others.

I make decisions that can improve what we do and am always looking at ways to do things better.

I ask insightful questions to encourage others to think for themselves and solve their own problems.

I am most effective when I'm part of a team, contributing new ideas and supporting change.

### INTEGRITY *Do right, be real and be brave*

*We are professional and honest in our working relationships striving for fairness in our decision making and in our treatment of one another that ultimately affects the business outcomes and builds member trust.*

I know what I'm good at and do this to a standard of excellence when dealing with members.

I act professionally and have a pride in my appearance, my attitude and my demeanour.

I see the best in people and motivate them to develop their skills towards better outcomes for our members.

I show members they matter by being warm, sincere and sensitive to their feelings.