

## POSITION DESCRIPTION

### MEMBER ENGAGEMENT COORDINATOR

#### Position Summary

The Member Engagement Coordinator is responsible for nurturing and championing new and existing initiatives across St.LukesHealth. The role will focus on promoting new platforms to members, engaging and empowering internal teams to champion new platforms and hold platform providers accountable for key deliverables.

Critical to the role will be your passion to contribute to team culture, an ability to bring discipline to analysing data and ultimately own the targets set for new initiatives launched for St.LukesHealth members.

#### Key Capabilities

- Essential (Selection Criteria)*
- Experience contributing to a positive team and organisational culture
  - 3+ years' experience in a similar role championing new and existing initiatives and engaging internal teams.
  - The ability to prioritise, manage multiple tasks and bring structure to the management of projects with multiple stakeholders
  - Work autonomously and be team oriented, adapting quickly to change, resourceful in getting tasks done through multi-tasking and creative thinking skills
  - Ability to inspire and motivate others
  - Open to change and new ideas
  - Exceptional verbal and written communication skills, having a friendly and positive attitude when interacting with internal and external stakeholders
  - Confidence in liaising with people at all levels across the organisation
  - Adept in technology and software programs
  - Ability to develop and execute a 3<sup>rd</sup> party strategy
  - Ability to set and deliver against agreed targets
  - Current Drivers Licence and Police Certificate

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- Qualifications*
- Degree in marketing, business administration or related field (preferred)

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- Preferred*
- Knowledge and experience in the health industry and Private Health Insurance
  - Proficiency in Microsoft Office (outlook, publisher, excel, PowerPoint)
  - Training and Development experience

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*Employment Conditions*      Permanent full time – salaried position

*Reports to*                              This role reports to Head of Member Relationships.

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

*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
Member Engagement	<ul style="list-style-type: none"> <li>• Execute 3<sup>rd</sup> party initiative strategy</li> <li>• Nurture and champion new and existing initiatives to ensure internal engagement and member take up</li> <li>• Work closely with Brand and Communications team to ensure messaging will drive engagement with members</li> <li>• Engage and empower internal teams to confidently communicate 3<sup>rd</sup> party initiatives with members</li> <li>• Assist with the development and own the execution of the member engagement strategy and plan.</li> <li>• Deliver all member campaigns across all channels for new 3<sup>rd</sup> party initiatives</li> <li>• Manages, maintains and publishes a master calendar to coordinates all employee engagement programs and activities</li> <li>• Review relevant website and digital content ensuring all content is up to date, on brand and compliant for 3<sup>rd</sup> party platforms</li> <li>• Working in partnership with the Brand and Communications team to design, create and implement content relevant to 3<sup>rd</sup> party initiatives</li> </ul>
Brand	<ul style="list-style-type: none"> <li>• Monitor all touchpoints/channels for consistency – including website, Connect, Customer Care Centres</li> <li>• Work with the Brand and Communications Team on the development of all collateral to ensure all executions are on brand</li> </ul>
Products	<ul style="list-style-type: none"> <li>• Ensure all 3<sup>rd</sup> product information and details are accurate across all channels and touchpoints.</li> <li>• Maximise member signups and conversion through all channels.</li> <li>• Assist with full cycle development coordination and supports the administration of employee engagement programs and activities by collaborating with other stakeholders to ensure consistency across multiple channels and locations.</li> </ul>
People	<ul style="list-style-type: none"> <li>• Project manage roll out of new initiatives, communicating with key stakeholders to ensure relevant, timely and accurate information is being shared.</li> <li>• Engage the internal teams when introducing new programs/initiatives and facilitate training as required</li> <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>

Reporting	<ul style="list-style-type: none"> <li>• Monitor and manage ongoing success of new and existing 3<sup>rd</sup> party initiatives</li> <li>• Data analysis of applications, reporting back to Executive on member engagement and usage</li> <li>• Assist with conducting and analysing research (primary and secondary) to provide insight into strategy and activity planning.</li> <li>• Provide regular reviews of 3<sup>rd</sup> Party initiatives performance including recommendations based on review/analysis.</li> <li>• Analysis and reporting of all analytics, delivering insight and refined activity.</li> <li>• Develop key metrics and KPIs and key reporting to ensure targets are being met.</li> <li>• Budget reporting and management.</li> </ul>
3 <sup>rd</sup> Party Engagement	<ul style="list-style-type: none"> <li>• Collects feedback from platform and initiative deployment to evaluate effectiveness and impact with desire for continuous improvement</li> <li>• Works direct with 3<sup>rd</sup> party providers and holds them accountable to agreed KPIs</li> </ul>
Other	<ul style="list-style-type: none"> <li>• Ensure material meets compliance requirements and is signed off by the compliance officer/manager.</li> </ul>

## 2 Key Result Areas

- 2.1 Prioritise, manage multiple tasks and bring structure to the management of 3<sup>rd</sup> party projects with multiple stakeholders.
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- 2.2 Build and maintain collaborative relationships with internal stakeholders ensuring that all 3<sup>rd</sup> party initiatives are championed and agreed targets adhered to.
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- 2.3 Contributes to a positive, achievement-based team culture, championing St.LukesHealth values.
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- 2.4 Own 3<sup>rd</sup> party results by nurturing and championing with internal teams and working with platform providers holding them accountable for key deliverables.
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- 2.5 Ensure that all member communications relating to 3<sup>rd</sup> party initiatives are on brand across all channels and locations.
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- 2.6 Complete timely and regular review of 3<sup>rd</sup> Party Platform results and reporting these results to key stakeholders.
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- 2.7 Contribute to 3<sup>rd</sup> Party platform strategy and own the execution of the 3<sup>rd</sup> party plan ensuring key results are delivered
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- 2.7 Ensure all member communications relating to 3<sup>rd</sup> party initiatives are assessed in relation to Risk and Compliance policies and procedures, ensuring compliance with all legal requirements, legislation, WHS, policies and procedures of St.LukesHealth.
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## 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.