

Stay Well, Get Well, Manage Well

**POSITION DESCRIPTION
MARKETING MANAGER**

Position Summary

The Marketing Manager is responsible for the coordination of all brand, marketing and communication for St.LukesHealth including campaign development and execution, digital, sponsorship, communication, public relations, research, promotion and media; with the purpose of increasing brand health, driving net member growth, building the profile of St.LukesHealth. The Marketing Manager is responsible for leading a team of marketing and communication professionals to deliver the Brand and Communications Plan. 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 brand to the next level.

1 Key Capabilities

<i>Essential (Selection Criteria)</i>	<ul style="list-style-type: none"> • Experience contributing to a positive team and organisational culture • 5+ years’ experience in marketing leadership role across all core marketing disciplines including brand strategy, campaign development, digital marketing, member engagement, communications, public relations, research and sponsorship. • Budget management experience with proven record in developing and managing marketing spend. • Demonstrated experience in leadership and coaching with and an ability to motivate and promote professional development in a team. • Experience in digital marketing execution – SEM, Google AdWords, SEO, Social media (organic and paid), website, mobile, app • Experience with CRM or an automated marketing platform • The ability to manage competing priorities with a focus on managing 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
<i>Qualifications</i>	Tertiary qualification in marketing or related field with 5+ years’ experience in a similar role, working in a high-level marketing position in a highly competitive market.
<i>Preferred</i>	<ul style="list-style-type: none"> • Experience in a retail environment with a member focus • Well-developed understanding of digital marketing
<i>Employment Conditions</i>	Permanent Full Time Salaried Position
<i>Working location</i>	Based in Launceston, however inter / intrastate travel required.
<i>Reports to</i>	Chief Marketing Officer

<i>Direct Reports</i>	Brand and Communications Team
<i>Professional Development</i>	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.

2 Key Responsibilities

2.1 Brand

- Work with CMO to develop marketing strategy
- Develop the brand and marketing plan for all key marketing and communications activity
- Develop measures, targets, resource requirements, responsibilities and timelines to manage and deliver marketing plan on time and in full
- Lead all marketing initiatives, working with key internal and external stakeholders to develop and implement marketing plan
- Ensure consistent, on brand in market activity

2.2 Member Growth

- In partnership with the Head of Member Relationships deliver net member growth to agreed targets – acquisition and retention.
- Maximise digital sales and conversion through CRM, website and digital media

2.3 Digital

- Work with CMO to develop digital marketing strategy
- Develop the digital marketing plan – including digital media, social media, SEO, website, content
- Deliver all digital campaigns across all digital channels
- CRM management

2.4 People

- Lead and develop the Brand and Communications Team
- Manage and maintain relationships with key internal and external stakeholders
- Work collaboratively with all business units to deliver organisational goals and key projects
- Lead by example in modelling values and behaviours that aligns with the Code of Conduct

2.5 Product

- Assist in the market evaluation of proposed new products and lead the development of all in market activity for new product launches
- Ensure all product information and details are accurate across all traditional and digital channels

2.6 Reporting

- Conduct and analyse research (primary and secondary) to provide insight into strategy, planning and activity
- Provide regular reviews of performance including recommendations based on review/analysis.
- Partner with Analytics Team deliver insight and refined activity.
- Monitor and report on all competitor activity in market, adjusting SLH activity as required.
- Develop key KPIs and reporting structure to ensure marketing targets are being met and clearly reported.

2.7 Budget

- Work with CMO to develop annual marketing budget
- Manage the annual marketing operating budget
- Negotiate marketing external consultant services ensuring best value for money

2.8 Risk

- Ensure all matters are assessed in relation to Risk and Compliance with all legal requirements, legislation, WHS, policies and procedures of St.LukesHealth.

2.9 Sponsorship / Community

- Lead Sponsorship Strategy and execution including management and activation of all sponsorship properties
- Ensure all sponsorships deliver to agreed targets and measures

3 Key Result Areas

3.1 Drive Brand Health

- Lead the development of St.LukesHealth brand across all channels to drive brand awareness, consideration, preference and engagement
- Monitor brand and activity plan performance, making necessary updates and improvements to deliver on agreed measures and targets

3.2 Drive Net Member Growth

- Deliver marketing activity to contribute to agreed member acquisition and retention targets

3.3 Effective Marketing Campaigns

- Deliver agreed marketing targets through development, execution and reporting on performance of marketing and communications plan and campaigns

3.4 Communications and Public Relations

- Execute communications and engagement plan including earned media, public relations and member communication to deliver increased member and community engagement and retention
- Build profile and influence of St.LukesHealth and key people

2.5 Lead and Develop

- Lead and develop the Brand and Communications team from a capability and cultural perspective
- Assist with the execution of the team's duties and ensure their professional growth

2.6 Management of Marketing Scope of Work

- Ensure all elements of marketing plan and team are delivered on time and in full against agreed measures and targets.
- Build internal and external stakeholder relationships to ensure all marketing deliverables are realised in full.

LEVEL OF CAPABILITY

Personal Attributes	Build relationships	Results focused	Business enablers	Leadership and people management
Individual behaviours influenced by our values and ethical compass	Shape and maximise relationships with colleagues, patients and the community	Drive and influence successful organisational outcomes	Boost effective service delivery and champion change management	Inspire, engage and develop our people
Act with Integrity	Communicate Effectively	Demonstrate Accountability	Quality	Inspire direction and purpose
Level 4. Contributes and leads by example a positive culture of respect and understanding across the business.	Level 3. Communicates professionally with internal and external stakeholders, clearly explaining complex concepts and arguments to progress projects, and business plan goals.	Level 3. Has a focus on achieving organisation outcomes, assesses and identifies opportunities/issues and takes accountability for own and the team's performance.	Level 3. Models a high standard quality service and trains and mentor others to excel in their tasks.	Level 3. Communicates and lives the vision of the company, taking leadership opportunities and supporting and implementing strategies.
Live our values and embrace diversity	Work Collaboratively	Think and solve problems (Drive Innovation)	Manage Change	Manage through our values
Level 3. Leads by example in accepting diversity in the workforce through recognising and adapting to cultural differences and valuing individual contribution.	Level 3. Demonstrates a collaborative approach when working in cross functional teams, developing better processes and approaches to work.	Level 3. Using analytical skills, anticipates, identifies and addresses issues and potential problems and chooses effective solutions to resolve complex issues	Level 3. Implements and actively promotes change processes to team members and participates in the communication of change initiatives across the organisation.	Level 3. Reflects on own performance, prioritises and plans to achieve desired outcomes and motivates teams to perform at a high level.
Show resilience & compassion	Influence and negotiate	Deliver Results	Optimise resources	Build and develop our people
Level 3. Is motivated toward a changing environment, implementing innovative new ideas and solutions and 'out-of-the-box' thinking and welcomes feedback and suggestions.	Level 2. Assists others to work towards positive and mutually satisfactory outcomes.	Level 2. Completes tasks competently with little supervision and proactively contributes to the team's objectives to get the job done.	Level 3. Takes responsibility for high quality customer-focussed services, understands members perspectives and ensures responsiveness to their needs.	Level 3. Reflects on own performance, prioritises and plans to achieve desired outcomes and motivates teams to perform at a high level.

Values and Behaviours

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 my 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.