

*Stay Well, Get Well, Manage Well*

**POSITION DESCRIPTION  
SENIOR MARKETING SPECIALIST**

<b>1 Key Capabilities</b>	
<i>Position Summary</i>	The Senior Marketing Specialist is responsible for the strategic development and execution of end-to-end marketing campaigns and initiatives based on customer insight, data analytics and learnings to meet business and marketing objectives with measurable results.
<i>Essential (Selection Criteria)</i>	<ul style="list-style-type: none"> <li>• 5+ years marketing campaign experience</li> <li>• A sound knowledge of key marketing and brand management principles</li> <li>• Experience in developing and executing end to end marketing campaigns based on customer insight and data analytics including briefing creative and media agencies and post campaign reporting</li> <li>• Knowledge of digital marketing with demonstrated experience in social (Facebook, Instagram, YouTube, LinkedIn), display, search (SEO, SEM) and website.</li> <li>• Exceptional writing, editing and proofreading skills with demonstrated experience copywriting for different channels including social</li> <li>• Experience building stakeholder relationships, including liaising across all levels of an organisation and with external consultants including advertising, media and public relations agencies</li> <li>• Excellent interpersonal and communications skills both written and verbal</li> <li>• Ability to multitask and manage competing deadlines in an agile and changing environment</li> <li>• Strong organisational skills and an exceptional attention to detail</li> <li>• Strong project management skills</li> <li>• Experience in contributing to a positive team culture</li> <li>• Proficient in Microsoft Office, Excel, and PowerPoint</li> <li>• Current driver's licence</li> </ul>
<i>Qualifications</i>	Tertiary degree in Marketing or a related discipline and equivalent demonstrated experience in an organisational setting.
<i>Preferred</i>	<ul style="list-style-type: none"> <li>• Leadership or management experience</li> <li>• Experience in a member based organisation</li> <li>• Experience in Adobe Illustrator, InDesign and Photoshop</li> </ul>
<i>Employment Conditions</i>	Permanent Full Time
<i>Working location</i>	Launceston
<i>Reports to</i>	Marketing Manager
<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



*Stay Well, Get Well, Manage Well*

**POSITION DESCRIPTION  
SENIOR MARKETING SPECIALIST**

## 2 Key Responsibilities

- 2.1 Support the Marketing Manager in the development of marketing strategies and the implementation of marketing and advertising initiatives and report results through key market indicators and budget performance.

---

- 2.2 Create and develop end to end marketing campaigns to meet objectives

---

- 2.3 Support the delivery of our engagement and retention marketing plans across multiple channels focussing on member target demographics and market segments that support the business and marketing plans

---

- 2.4 Drive the marketing strategy from concept to results

---

- 2.5 Manage the group loyalty program initiatives

---

- 2.6 Provide insight and analysis on the value and potential ROI of new marketing platforms and emerging marketing channels

---

- 2.7 Complete timely competitor analysis and maintain monthly reporting and monitor and report results through key market indicators and budget performance

---

- 2.8 Assist with the development & execution of the digital marketing strategy and plan including reviews of all content and SEO/SEM strategies.

---

- 2.9 Review and maintain website & digital content ensuring all content is up to date, on brand and compliant

---

- 2.10 Perform extensive quantitative and qualitative market research to implement datadriven marketing campaigns and meet organisation-wide strategic goal.

---

- 2.11 Design and deliver strategic marketing and communication plans and tactics to support engagement, retention, membership acquisition and renewal, and event participation

---

- 2.12 Liaise with stakeholders, designers, service providers, agencies and suppliers from brief through to completion.

---

- 2.13 Manage brand resources and processes to enable consistent brand delivery, i.e., message frameworks, visual assets, key terminology, accurate data and highlights

---

- 2.14 Analyse and report on research to identify customer interactions, conceptual models, user stories, journeys and interaction sequences. Use these to create content and design concepts, to develop the user experiences

---

- 2.15 Track and measure the effectiveness of marketing campaigns and strategies

---

- 2.16 Work with the wider marketing team to deliver the successful promotion of products and services through the appropriate media channels.

---

- 2.17 Briefing, creating and managing the development of marketing materials and liaising with the appropriate agencies

---

- 2.18 Ensure that communication messages are consistent across all marketing channels and that all activities meet legal, compliance and brand guidelines

---

### 3 Key Result Areas

- 3.1 Completes all responsibilities in the 'Key Responsibilities' in a timely and efficient manner and demonstrates accountability for own work and gives direction to other team members to achieve the expected outcomes of the strategic and annual plans of the organisation.

---

- 3.2 Ensure campaigns and communication strategies across the member life cycle are optimised to deliver commercial impact, core KPI's and engagement targets with a results-focused approach.

---

- 3.3 Demonstrate active membership research working with the Public Relations Specialist to deliver compelling and appropriate member communication journeys.

---

- 3.4 Motivate others to work together as a cohesive team, leading by example in modelling values and preferred behaviours that aligns with the Code of Conduct.

---

- 3.5 Deliver loyalty and retention direct marketing, which will provide strong returns for the business, delivering substantial value to members whilst at the same time protect and grow our customer database asset

---

- 3.6 Utilise insights to drive data driven marketing, delivering maximum customer value through in-depth understanding of customer needs, competitor activity and leading-edge customer response tactics

---

- 3.7 Ensures all matters in relation to risk management is compliant with legislation, the standards required by APRA are integrated into the work practices of St.LukesHealth and risk issues are handled effectively and efficiently in area of responsibility.

---

**LEVEL OF CAPABILITY - 3**

<p><b>Communication &amp; Engagement</b></p> <p><i>Communicates and engages effectively with internal and external stakeholders for the benefit of St.LukesHealth</i></p>	<p><b>Organisational planning &amp; Project Management</b></p> <p><i>Manages time, resources and projects effectively and efficiently to achieve successful outcomes</i></p>	<p><b>Professional &amp; Technical Expertise</b></p> <p><i>Applies and improves specialised technical/professional knowledge, skills and judgement to achieve outcomes</i></p>	<p><b>Business Understanding &amp; Business Intelligence</b></p> <p><i>Builds and maintains a wide knowledge and understanding of the business environment and uses methods and techniques to transform data into meaningful and useful information</i></p>	<p><b>Creative &amp; Strategic Thinking</b></p> <p><i>Considers options, risk controls, embraces opportunities and develops, implements and monitors solutions that align with strategic objectives</i></p>
<p><b>Communicates effectively</b></p> <ul style="list-style-type: none"> <li>• Modifies communication depending on the audience and the setting, innovatively creates presentations using a variety of delivery methods.</li> <li>• Prepares documents and reports based on work-related knowledge and has good understanding of PHI and privacy obligations when drafting correspondence and reports.</li> </ul>	<p><b>Plans &amp; organises</b></p> <ul style="list-style-type: none"> <li>• Prioritises effectively to achieve defined targets, manages own and /or teams performance and anticipates and addresses barriers to work plans.</li> <li>• Gathers and assesses information and develops recommendations as part of the strategic planning process.</li> </ul>	<p><b>Knows role &amp; organisation</b></p> <ul style="list-style-type: none"> <li>• Uses knowledge of own area to contribute to thinking on future organisational direction.</li> <li>• Understands and consistently applies professional and technical standards and SLH policy and procedures.</li> <li>• Uses understanding of the operating environment to organise work.</li> </ul>	<p><b>Understands &amp; applies business basics &amp; financial knowledge</b></p> <ul style="list-style-type: none"> <li>• Considers financial and budgetary implications during planning and decision making.</li> <li>• Demonstrates basic proficiency in analysing financial reports and advanced skills in drawing inferences.</li> <li>• Correctly defines resourcing requirements for a specific task</li> </ul>	<p><b>Uses initiative &amp; solves problems</b></p> <ul style="list-style-type: none"> <li>• Identifies and monitors tasks and activities to be undertaken and considers multiple options when resolving work problems.</li> <li>• Thinks beyond the apparent limitations of the situation to consider more effective ways of operating, develops a range of solutions and tests likely outcomes.</li> </ul>
<p><b>Influences &amp; negotiates</b></p> <ul style="list-style-type: none"> <li>• Influences others by outlining benefits and drawbacks of particular courses of action based on rules, guidelines and facts and takes corrective action when required.</li> </ul>	<p><b>Initiates &amp; plans projects</b></p> <ul style="list-style-type: none"> <li>• Checks project and deliverable details prior to commencing work.</li> <li>• Provides clear communication to key stakeholders on accountabilities, goals, progress and measurables and business impact.</li> <li>• Adjusts priorities in response to changing circumstances and minimises last minute emergencies.</li> </ul>	<p><b>Develops &amp; maintains capabilities</b></p> <ul style="list-style-type: none"> <li>• Continuously builds knowledge, keeping up to date on the professional, technical or procedural aspects of the job.</li> <li>• Demonstrates reflective practice that contributes to a positive impact on the quality of work outcomes.</li> </ul>	<p><b>Manages risk</b></p> <ul style="list-style-type: none"> <li>• Demonstrates an understanding and application of relevant health and safety principles and monitors progress of all new initiatives with a view to avoid mistakes and limit risks.</li> <li>• Implements BI and risk management processes.</li> </ul>	<p><b>Aligns actions with strategic direction</b></p> <ul style="list-style-type: none"> <li>• Identifies team goals linked to strategic objectives and develops individual performance appraisal goals required to meet these objectives.</li> <li>• Consults with team members to establish a shared understanding of roles and responsibilities within the team.</li> </ul>

**Engages with internal & external stakeholders**

- Demonstrates an understanding of the interaction of own business unit with other areas across the organisation and looks for linkages to support key outcomes.
- Makes self fully available during critical periods, in order to ensure high quality service and strives to value add to core SLH activities.

**Controls, monitors & evaluates projects**

- Is responsible for meeting time, budget and quality requirements on parts of the project.
- Encourages feedback after project close and participates in the evaluation of outcomes.
- Drafts recommendations for process change.

**Application of business improvement & technology**

- Demonstrates knowledge of standards, legislation, policies and procedures relevant to the role and utilises an understanding of external trends to provide suggestions for improvements in organisational policy and procedures.
- Develops policy and workflows for use of digital functions in their area of work.

**Undertakes analysis**

- Applies expertise in analysing and interpreting data.
- Recognises patterns and trends and draws out key information from complex data.
- Analyses trends and issues within PHI and wider community to support organisational objectives.

**Proactively responds to change**

- Actively seeks to understand the need for change, engenders staff support and motivates team to consider and suggest new ideas.

## 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.*

### 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*

### 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.*

### 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.*

### 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.*