

Position Description			
Name		Date	NOV 2021
Position Title	Manager, Marketing & Engagement		
Department	Business Development Unit		
EBA / Award	Victorian Stand Alone Community Health Services (Health and Allied Services, Managers & Administrative Officers) Multiple Enterprise Agreement 2018-2022		
Classification	<ul style="list-style-type: none"> • HS6 based on qualifications and experience, plus superannuation • Full time 		
Primary Site	Wodonga, with the occasional travel to other sites required		
Reporting to	Executive Director, Strategy & Impact		
Direct Reports	<ul style="list-style-type: none"> • Corporate Communications Officer • Digital Marketing Officer 		
Budgetary Responsibilities	Yes		
Liaises with Internally	<ul style="list-style-type: none"> • Gateway Health staff members • Chief Executive Officer • Executive Leadership Team • Senior Management Group / Program Managers • Information services 		
Liaises with Externally	<p>This position may be expected to liaise with, though not limited to the following;</p> <ul style="list-style-type: none"> • Creative agencies • Relevant media groups • Regional and local community development networks • Consumer networks and peak bodies • Government departments and funding bodies • Universities and tertiary education providers 		
Program Information	N/A		
Purpose of the role	<p>The Marketing and Engagement Manager is a key position in the Business Development Unit at Gateway Health, and is responsible for leading the marketing and communications team.</p> <p>Reporting to the Executive Direction of Strategy and Impact, the Marketing & Engagement Manager is responsible for:</p> <ul style="list-style-type: none"> • the development and delivery of Gateway Health's marketing communications strategy in line with the organisational five-year plan • increasing Gateway Health's brand recognition & reputation • executing campaigns across all channels to market • integrating workflow across the Marketing & Communications team. <p>This critical role will support all Gateway Health programs, providing marketing expertise and service support that facilitates the continued growth and exposure of Gateway Health both locally and regionally.</p> <p>As a member of the Senior Management Group, this position will be an ambassador for Gateway Health values and play a key role in nurturing and developing a positive organisational culture.</p>		

<p>About Gateway Health</p>	<p>Gateway Health is a not-for-profit Company limited by guarantee and a registered Community Health Service under the Health Services Act 1988 (Vic).</p> <p>Vision: People Living Well</p> <p>Our Purpose: To provide care and services that connect the community and strengthened individual and population health and wellbeing</p> <p>Our Values: Values reflect the way we interact, connect and work with every client, with partners, with volunteers and with one another. Principles shape the way we plan and design our services and business systems. Together they underpin organisational culture, strategy and the way we deliver our services.</p> <p>We CARE – We ACHIEVE – We LEARN – We WORK TOGETHER – We INNOVATE</p> <p>Our Principles:</p> <p><i>We advocate for fair and equitable access to health care and wellbeing services for all.</i></p> <p><i>We respect the strength of individuals and the community, and their capacity to recover from adversity.</i></p> <p><i>We recognize the importance of adaptability and responsiveness to enable us to deliver on our commitment to the community.</i></p> <p><i>We actively listen and work alongside the community and each other to design and deliver better solutions.</i></p> <p><i>We believe a learning culture is critical to enhancing the wellbeing of staff, clients and the community.</i></p> <p><i>We contribute to creation of a connected and integrated health and community care system to achieve the best outcomes for our clients and community.</i></p> <p>Gateway Health strives for an achievement culture that encourages innovation and initiative. We build and foster strengths-based programs that focus on support and recovery. Our staff are our greatest asset.</p> <p>The organisation employs over 380 staff providing a range of primary health and welfare services across the Ovens Murray region in North East Victoria and parts of Southern New South Wales. Gateway Health serves all people, and is committed to improving individual and population health outcomes. We will do this by providing health care and support to individuals and communities in times of need, and by actively working with our partners to address the social and environmental determinants of health. They are delivered through a mix of centre-based services in Wodonga, Wangaratta and Myrtleford, and outreach services to rural communities across the region.</p> <p>Gateway Health is committed to creating a workforce that reflects the communities we serve. We believe that a workforce that recognises and celebrates diversity will best meet the health and well-being needs of all people we serve including Aboriginal and Torres Strait Islander peoples; people with a disability; lesbian, gay, bisexual, transgender and gender diverse people; inter sex people; people experiencing health inequalities; and culturally and linguistically diverse people.</p> <p>Review of Position Descriptions:</p> <p>This position description will be reviewed annually (July each year), during annual appraisals, when the position becomes vacant or as deemed necessary.</p>
<p>Code of Conduct</p>	<p>Employees are expected to, at all times:</p> <ul style="list-style-type: none"> • Adhere to the Gateway Health Code of Conduct including the Child Safe Procedures • Maintain a high professional standard and work with integrity • Develop collaborative working relationships • Communicate with respect and tolerance • Maintain a client focus • Adopt a Continuous Improvement approach

- Work within legislative and compliance framework.

Key Responsibilities and Accountabilities

Role Specific

- Lead and manage the Marketing and Communication team, ensuring integration between the various functions and driving shared outcomes across the group, for the benefit of Gateway Health.
- Develop, implement, measure and report on Gateway Health's Marketing and Communications Strategy, identifying key issues around service delivery, advocacy, education and community engagement.
- Develop and implement a group content strategy ensuring integration across all social, digital and traditional channels.
- Act as the Gateway Health Brand Ambassador, upholding and enforcing integrity of the brand and ensuring the style guidelines are upheld in all brand applications.
- Drive digital planning across the group, with a focus on improving automation and personalisation of engagement with customers, with a view to delivering an improved customer experience.
- Provide expertise on service positioning and ensure consistent application across all channels to market.
- Oversee the development of an assets database and oversee the audit/revision/development of all publications and service collateral.
- Support the Executive with preparation of submissions and applications in response to tender opportunities that support Gateway Health's Service Plan.
- Increase effectiveness of Internal Communication, including overseeing development of a new staff Intranet, and improved planning for the flow of two-way communication; ensuring integration with People Working Well (HR), other corporate services and support to the Executive.
- As a member of the Senior Management Team, contribute to overall business planning, implementation and monitoring of performance against the organisation's strategic plan and service plan.
- Provide expert advice to the Executive team on strategic and operational marketing and communications.
- Establish and maintain strong internal and external relationships with key stakeholders including media, other health organisations, professional bodies and the tertiary education sector.
- Participation in regular performance reviews and appraisals, and management of performance appraisals for direct reports.
- Active participation in Professional Development and completion of mandatory training.

Financial Management

- Day-to-day management of the Marketing & Communication's operational budget, and approver of team expenditure in line with the approved budget.
- Together with the Executive Director, Strategy and Impact, participate in the budget planning process providing a data-oriented approach to ensure appropriate allocation of marketing expenditure.
- Participate in business case development where required to attain CAPEX for major project investment.
- Ensure budgets are established for all campaigns. with evaluation against expected performance.
- Evaluate, select and monitor suppliers of marketing services and materials to ensure delivery of required outcomes.

People
<ul style="list-style-type: none"> • Develop and maintain professional relationships with internal and external stakeholders. • Ensure direct reports are updated and included in key messaging from senior management meetings. • Management of regular of performance appraisals for direct reports. • Contribute to productive and positive team meetings. • Positively contribute to the culture and spirit of the Business Development Team, work environment and to GH. • Ensure your behaviour is congruent with organisational values, behaviours and goals. • Contribute to the development of procedures and systems within this program. • Positively embrace and adopt change as it occurs.
Quality, Safety, Risk and Improvement
<ul style="list-style-type: none"> • Ensure all marketing and communication content developed for external use is reviewed by the Risk and Compliance team to assess potential legal, financial, operational and reputational risk. • Develop, implement and monitor a suite of marketing metrics for regular reporting, as part of the Business Development Unit overarching performance report. • Identify opportunities for marketing and communication improvements and make recommendations for values-based and innovative solutions to improve “the way we do things” across the organisation. • Maintain a safe working environment for self, colleagues and members of the public. • Identify, report and manage risks and ensure actions are taken to prevent and minimise harm to consumers and staff of Gateway health, including steps to minimise risk of infection to consumers, staff, contractors, volunteers and members of the public. • Contribute to organisational quality and safety initiatives and compliance with Health and Community Service Standards, Human Service Standards and other relevant standards, regulations and legislative requirements.
Organisational Responsibilities
<ul style="list-style-type: none"> • As outlined in the Code of Conduct ensure all interactions are undertaken in accordance with the behaviours set • Maintain privacy and confidentiality at all times • Ensure an understanding of individual responsibility for safety, quality and risk and adhere to all relevant legislation, regulations and organisational policies, procedures and guidelines. • Working within the Risk Management Framework, identify, report and manage risks and ensure actions are taken to prevent and minimise harm to yourself, your colleagues, consumers, members of the public and the organisation. • Actively contribute to quality assurance initiatives and other program activities to meet all relevant benchmarking and accreditation standards. • Contribute to organisational quality activities to ensure continual review and improvement. • Contribute to a safe and welcoming workplace at all times. • Develop and maintain a personal care plan and attendance in the Gateway Health Clinical Supervision or Line Management Meetings • Protect the rights, safety and wellbeing of children and provide a child safe environment. • To continually develop both personally and professional to meet the changing needs of your position, career and organisation.

Inherent Requirements

Gateway Health has a duty of care to all staff. The purpose of this section is to ensure that you fully understand and are able to perform the inherent requirements of the position (with reasonable adjustments if required) and that you are not placed in an environment or given tasks that would result in risks to your safety or the safety of others.

The position may require the following tasks among other things:

- Manual handling (pushing, pulling, lifting, holding, carrying)
- Sitting, standing, bending, reaching
- Computer work, data entry
- Operating equipment
- Use of personal protective equipment
- General waste handling
- Driving motor vehicles
- Dealing with anxious or upset staff, consumers or members of the public
- Work at and travel to other locations will be required

Key Selection Criteria

Essential

1. An appropriate tertiary qualification in a marketing, communications, business or other relevant discipline.
2. Minimum six years' experience in a similar services based marketing environment.
3. Demonstrated management experience in marketing, strategy, communications and stakeholder management.
4. Knowledge and experience in designing and implementing effective marketing strategies aligned to organisational objectives.
5. Well-developed skills in developing, monitoring, analysing and reporting on marketing metrics, and demonstrated experience in using this data for planning and improvement in client experience and engagement.
6. Demonstrated use of high level written, verbal and interpersonal communication skills to build and maintain effective relationships with internal and external stakeholders across all levels of the public, private and community sectors.
7. Well-developed information management skills including use of the Microsoft suite of products, electronic document management systems, website content management systems, administration of corporate records & digital communications.
8. Strong organisational skills, with the ability to prioritise demands, escalate where required, and deliver on multiple deadlines and juggle competing priorities.
9. Current Australian Drivers Licence.
10. Satisfactory National Police Records Check, Working with Children's Check and evidence of COVID Vaccination prior to commencement.

Desirable

1. Experience working within not-for-profit or healthcare sectors would be highly regarded.
2. Demonstrated track record in marketing automation
3. Creative Cloud design experience advantageous
4. Strong networks in appropriate and/or related sectors across the Ovens-Murray region.



I acknowledge:

- That I will recognise and celebrate diversity, and will best meet the health and well-being needs of all people we serve including Aboriginal and Torres Strait Islander peoples; people with a disability; lesbian, gay, bisexual, transgender and gender diverse people; inter sex people; people experiencing health inequalities; and culturally and linguistically diverse people.
- That I will observe child safe principles and expectations for appropriate behaviour toward and in the company of children.
- That Gateway Health is an equal opportunity employer and has a smoke free workplace policy.
- That Gateway Health has a zero tolerance of child abuse and family violence, all allegations and safety concerns will be treated very seriously. For more information refer to Gateways Health's Child Safety Standards procedure and family Violence Policy.
- That I have read and fully understand the Position Description and Inherent Requirements of the position
- I agree that I have the physical and psychological ability to fulfil the inherent requirements of the position, and accept my role in fulfilling the responsibilities, activities, duties and generic position requirements.
- I understand that the information provided is a general outline and may not encompass every aspect of the position. This is not intended to be an exhaustive list of all responsibilities, duties and skills required.
- Gateway Health may alter the duties of this position description if and when the need arises. Any such changes will be made in consultation with the affected staff member(s).
- I understand that this is separate to the Employment Agreement that I will sign, outlining the terms and conditions of my employment.

**Accepted by
(print name):**

**Employee
Signature:**

Date:
