

Position Description			
Name		Date	JAN 2022
Position Title	Digital Marketing Coordinator		
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	HS3 Full time (76 hours per fortnight)		
Primary Site	Wodonga, with the occasional travel to other sites required		
Reporting to	Marketing & Engagement Manager		
Direct Reports	Nil		
Budgetary Responsibilities	No		
Liases with Internally	<ul style="list-style-type: none"> • Gateway Health staff members • Marketing & Communications Team • Executive Leadership Team • Senior Management Group / Program Managers • Information services 		
Liases with Externally	This position may be expected to liaise with, though not limited to the following; <ul style="list-style-type: none"> • Creative agencies / other third-party suppliers • Relevant media groups • Regional and local community development networks • Consumer networks and peak bodies 		
Program Information	N/A		
Purpose of the role	<p>The Digital Marketing Coordinator is a key position in the Marketing and Communications Team at Gateway Health.</p> <p>Reporting to the Marketing & Engagement Manager, the Digital Marketing Coordinator is responsible for:</p> <ul style="list-style-type: none"> • Content planning, development and production, and implementation • Engagement with creative agencies and other suppliers • Social media scheduling, engagement and analysis • Planning and administering digital campaigns with the Marketing Manager • Gateway Health website maintenance and development • E-newsletter development and scheduling <p>This 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>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 strengthen 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: 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

- Be a strong and capable writer, able to develop program specific and creative written content.
- Plan and create content across all platforms (e.g. blogs, vlogs, videography, photography) to support the delivery of the GH content strategy.
- Support the development of the GH content strategy and manage the scheduling of content across all platforms.
- Monitor social media accounts for comment/feedback, coordinating responses in a timely manner.
- Manage the GH website including general enhancements (new pages, call-to-action placement).
- Be efficient in site analytics, the principals of SEO, premium content development and engagement.
- Develop program marketing collateral, and oversee the review/audit/compliance approval of all GH collateral.
- Support in the planning and implementation of GH marketing campaigns, from conceptual development, through to design, delivery and evaluation.
- Actively identify suitable media/promotional opportunities to increase profile in local markets.
- Actively consult with Gateway Health consumers, volunteers and staff in developing content, to ensure it is evidence based and represents the GH values.
- Development of the weekly e-newsletter, from content collation to design, approval and distribution.
- Uphold and enforce the GH brand guidelines and ensure quality controls are followed.
- Apply the concepts of 'accessible communication' and 'health literacy' to the ways GH creates and delivers information to consumers.
- Work with creative agencies and other third-party providers as required and ensure quality output from each engagement.
- Work collaboratively with key internal stakeholders including Program Managers, People Working Well (HR), Population Health and Health Promotion.
- Be a creative and constructive member of the GH Marketing and Communications Team.
- Active participation in Professional Development and completion of mandatory training.
- Competently use all relevant organisational databases – including but not limited to VHIMS, RelainSys, clinical software, financial software
- Active participation in Professional Development
- Active participation in specific clinical supervision (as relevant to role)
- Completion of Mandatory training
- Any other duties as directed by your manager that are considered a reasonable requirement of the role

Financial Management

- Support the development of budgets 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

- Develop and maintain professional relationships with internal and external stakeholders.
- Participate in regular of performance appraisals.
- 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

- 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.
- Support the development 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.

Generic Organisational Responsibilities

- 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 two years' experience in a similar services based marketing environment or a digital agency environment.
3. Demonstrated experience in contemporary digital content creation and management, monitoring and analytics.
4. Understanding of accessible communication / health literacy principles.
5. Demonstrated well-developed interpersonal skills with the capacity to liaise and communicate effectively with a wide range of consumers and stakeholders.
6. Demonstrated use of high level written, verbal and interpersonal communication skills to build and maintain effective relationships with internal and external stakeholders.

7. Strong organisational skills, with the ability to prioritise demands, escalate where required, and juggle competing priorities.
8. Ability to work outside of normal business hours, and off-site as required.

Mandatory

9. Current Australian Drivers Licence or accepted International Drivers licence
10. Confirmation of your right to work in Australia, Satisfactory National/International Police, and Victorian Working with Children Checks must be provided prior to commencement.
11. Evidence of COVID Vaccination or Contraindication must be provided prior to commencement.

Desirable

12. Experience using a social media content management platform such as Hootsuite or Sprout Social.
13. Experience in WordPress for website management.
14. Experience in Creative Cloud design.
15. Paid ad management experience across Facebook and Instagram
16. Experience or interest in scripting and producing simple videos, podcasts, vlogs etc.
17. Experience working within not-for-profit or healthcare sectors would be well regarded.

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:
