

## Position Description



### Community and Corporate Campaign Coordinator

<b>DEPARTMENT/TEAM</b> Marketing & Business Development	<b>REPORTS TO</b> Member Marketing and Engagement Manager
<b>EMPLOYMENT TYPE</b> Full time – permanent	<b>DIRECT REPORTS</b> Nil
<b>LOCATION</b> Flexible working across various Latrobe Health branches, office locations and some work from home	<b>KEY CONTACT</b> Rachael Millar, Member Marketing and Engagement Manager 0408 031 226

#### ABOUT LATROBE?

At Latrobe, our people are at the heart of what we do. We are committed to creating an environment where diversity is celebrated, equity is achieved and inclusion and belonging are prioritised and celebrated.

We're known for being the *health fund with heart* - a not-for-profit, regional private health insurer with more than 95,000 members across Australia. We support our members through the highs and lows of their health, and we give back to our community.

Our aspirational vision is to be the number one, member owned private health insurer in Australia. Our purpose is supported by 5 key values:

*We display trust and respect always*

*We focus on shared results*

*We engage & empower*

*We are accountable*

*We create a positive work environment*

#### POSITION OBJECTIVE

We're looking for an experienced Community and Corporate Campaign Manager to manage our community sponsorships and partnerships including the Shane Warne Legacy Heart Test campaign.

As a member of the marketing team, you'll work closely with internal and external stakeholders to develop and deliver our community strategy, events, community campaigns, PR efforts, corporate PR, earned media. You'll be responsible for reporting outcomes and impact of our community program and choosing programs and opportunities that deliver on our purpose.

#### REQUIREMENTS OF THE POSITION

##### Key duties and responsibilities

- Develop and deliver community investments and health initiative programs, and using our community impact framework, report on outcomes and impact for community and members.
- Partner and stakeholder relationship management (internal and external).
- Develop community campaigns that leverage Latrobe Health's participation in, and contribution to, community for the benefit of members and the Latrobe Health brand.
- Develop, deliver and coordinate, and report on our Shane Warne Legacy Heart Test Community

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Campaign (and other community programs as required).

- Collaborate with the marketing team to drive strong communication and engagement of community campaigns to achieve both community impact and brand awareness of investments and partnerships.
- Maintain measurement and reporting systems and processes through the Total Impact Model (and other reporting as required) to demonstrate value and impact for community and members.
- Lead earned media and public relations functions within the marketing team including corporate communications (eg. annual report, media releases).
- Organise and coordinate events (corporate and community).

### Leadership, teamwork and relationship building

- Model the Latrobe Way values and behaviours in the delivery of individual performance; actively contribute to a constructive, high performing team and organisational culture
- Develop and maintain professional relationships with peers and stakeholders at all levels across the business to support inter-departmental collaboration
- Support peers to effectively deliver on organisational, team and individual key performance indicators
- Independently prioritise work to support consistent achievement of individual and team key performance indicators; appropriately escalate issues impacting either performance and/or the business; and demonstrate a flexible, adaptable, mobile and energised (FAME) mindset
- Be a highly effective team member with energy, enthusiasm and creativity – able to work autonomously and as part of a team

### Accountability and extent of authority

- Provide support and information as requested by the Member Marketing and Engagement Manager
- Ensure applicable procedures are always maintained
- Actively maintain awareness of all risk and compliance obligations defined through Latrobe's Risk Management Framework
- Consistently achieve individual goals and objectives and actively lead own growth and achievement planning and implementation

### Judgement and decision making

- Interpret and work within organisational policy and procedure and/or legislation applicable to the position
- Actively offer and implement a course of action and solutions based on evaluation and analysis of numerical and written information focussed on results
- Make decisions which are objective and free from undue influence consistent with Latrobe's risk culture and approved strategic priorities and objectives
- Make decisions consistent with Latrobe's operational delegations and delegate or escalate

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### Experience, skills and knowledge

- Demonstrated knowledge, experience and understanding of brand, campaign and/or partnership management, including:
  - Senior experience providing strategic and tactical advice in brand and risk.
  - Demonstrated expert thinking, writing, media and presentation skills
  - Experienced project management, campaign management and event management
  - Impeccable writing, editing and proofreading skills, including a strong and demonstrated ability to create compelling, clear and accurate content for diverse audiences.
  - Strong communication both written and verbal to be able to build and maintain strong relations across the organisation, including at a senior management level including C-Execs
  - Ability to handle external vendors and technical teams, and build trust and credibility
  - Strong stakeholder and partner engagement
- Excellent problem-solving skills including the ability to troubleshoot on the fly and manage multiple projects to deliver excellent community and business outcomes.
- Strong leadership, interpersonal and relationship management skills.
- Strong communication and engagement skills to influence and drive continual improvement and mutually beneficial outcomes with internal and external stakeholders, including the ability to work across teams to deliver collaboratively designed and effective campaign results
- 7 + years in comparable role
- Qualifications in or previous experience in PR, communications or media

### Mandatory checks

- An Australian Police check will be conducted for all new employees to Latrobe Health Services prior to commencing in a role.
- COVID vaccination status (full vaccination required to work at Latrobe Health Services).
- Employment at Latrobe Health requires candidates to have Australian citizenship or to be a permanent resident of Australia or to have a valid visa that provides work rights in Australia.

