



## Position Description

### Marketing Coordinator

<b>Award or EBA:</b>	Victorian Stand-Alone Community Health Services (Health and Allied Services, Managers and Admin)
<b>Classification/Grade:</b>	Grade 4
<b>Directorate:</b>	Marketing and Client Experience
<b>Reports to:</b>	Program Manager
<b>Direct Reports:</b>	Nil

Our vision is ensuring the health and wellbeing of our community.

Our values are:

Persistence	Integrity	Compassion	Respect	Responsiveness
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### Role Description

The Marketing Coordinator will support the agreed marketing strategies and plans for DVP Health and each of the Program Groups and Services, through developing and executing marketing communications to achieve key objectives. The Marketing Coordinator will network with internal and external clients to gain information and insights in order to recommend and create marketing and communication solutions, including: digital, print, event management, PR and brand executions. This is a hands on role, requiring a keen eye for design and detail, writing skills, and an ability to work with external creative agencies, designers and health partners.

This position contributes to the success of DPV Health by operating as a Marketing Co-ordinator within the Marketing and Client Experience team.

This position is responsible to provide general marketing support to internal groups and services by offering marketing expertise and advise, creating and developing of marketing and communication material across all mediums and channels, developing, executing and reporting on campaigns, coordinating and assisting with PR events and displays, managing collateral and marketing assets, and administering marketing initiative and programs,

Key deliverables for this role is to provide effective and accurate marketing services to internal stakeholders across the DPV Health network and help to promote and build the DPV Health brand to clients, partners and community.

### Roles Key Accountabilities

#### Service Delivery

- Ensure high quality marketing service delivery to internal and external clients including:
  - Creation of client communications and implementations
  - Development and management of marketing collateral
  - Campaign development and execution
- Supports the DPV brand positioning and communication objectives through quality design and communication principles and practices, including:
  - Site POS and internal display management
  - PR & event coordination and support

Doc no: PDS023	Doc Name: Marketing Coordinator PD	Doc Owner: Human Resources
Effective: April 2019	Review Due: April 2020	Version No V1

- Vehicle fleet and site signage design and implementation
- Uniform design and distribution
- Contributes to the service delivery growth and development opportunities
- Support quality improvement processes identified as relevant to the service delivery area
- Commitment to partnering with consumers to facilitate effective engagement and participation with quality outcomes and improvements
- Representing DPV Health to clients, partners and suppliers in manner that upholds the DPV Health values and brand guidelines.

#### **Reporting, System and Analytics**

- Track, analyse and report on campaign metrics for marketing campaigns
- Deep dive into client acquisition, retention and satisfaction data to uncover trends and client insights for ongoing service and communication improvements
- Provide high quality concise and timely reports for (Board, Sub Committees, Executive, Program Manager, External parties)
- Actively use and promote the use of DPV Health systems such as TRAK, eCase, VHIMS, MyBookings, ESS, e3, Gemba, Trim and others
- Continually review service/support provided to analyse success and areas of improvement

#### **Financials, Budgets, Target, Funding**

- Identify opportunities to enhance the financial sustainability of your team
- Ensure that all financial transactions are undertaken in line with approved DVP Health policy and delegations
- Achieve targets/budgets for your function

#### **Culture, Engagement, Diversity – People Experience** Demonstrates behaviours aligned with DPV Health Values and Code of Conduct

- Participate in regular supervision, annual work plans and annual performance reviews
- Actively participate in all required training, inductions and development
- Actively participate in and attend organisationally required meetings in a positive constructive manner. Offering balanced views and seeking solutions
- Actively supports and demonstrates inclusive behaviour with a zero tolerance for any bullying, harassment and inappropriate conduct

#### **Health and Safety**

- Take reasonable care to ensure no risk of harm to self and others in the workplace. This includes immediately reporting any incidents, near miss, hazards and injuries.
- Comply with relevant Occupational Health and Safety laws, standards, safe work practices, policies and procedures and attend all safety initiatives, improvements & training.
- Demonstrate safe work behaviours and conducting work in accordance with our safety management system.

#### **Risk Management and Compliance – Quality and Accreditation**

- Ensure documentation supports both quality and department standards
- Actively identify, monitor and manage areas of key risk and lead appropriate escalation and response
- Actively monitor and improve the quality and safety of their care and services

- Identify risks as they emerge and proactively address new and known risks.
- Commitment to partnering with clients to facilitate effective engagement and participation.

This position description contains the key roles and responsibilities and associated performance indicators for this position. The above list is not intended to be complete. Other tasks may be assigned from time to time to meet the needs of the organisation. Specific actions and objectives of this role will be outlined through the goal setting and review process.

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### **DPV Health Requirements**

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| <ul style="list-style-type: none"> <li>• Current Victorian Drivers Licence</li> <li>• Disability Worker Exclusion Check</li> <li>• Travel between sites is required</li> </ul> | <ul style="list-style-type: none"> <li>• Valid Working With Children Check</li> <li>• Satisfactory Policy Check</li> <li>• </li> </ul> |
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### **Authority**

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The occupant of this position has authority as per the delegation manual.

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### **Key Selection Criteria**

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#### **Qualifications**

- Include Marketing degree qualification that is required for the role
- Desirable: Photoshop experience and/or skills

#### **Experience & Skills**

In order to succeed in this position, it is expected that you will have:

- Include previously worked within community health or not for profit organisation that is required for the role
- As a Community Health organisation our clients place their trust in us. You, appreciate a culture of risk management and mitigation. You are committed to maintaining a high standard and quality of work and ethics. You are motivated to do what is right legally and morally.

#### **Service Delivery**

- Experience working as a marketing coordinator/administrator in a community setting including work with CALD, Aged and clients with a disability
- Experience in planning, implementing and evaluating marketing and communication campaigns
- Experience in writing copy for brochures, corporate materials and client/customer communications
- Understanding client needs and providing excellent service

#### **Communication and interpersonal approach**

- High level of energy, initiative, sound judgement and a sense of urgency
- Communicates with a diverse range of audiences in an informative, engaging and persuasive manner
- Excellent written and verbal communication skills.
- Sensitivity to issues related to the provision of services in a community of high cultural diversity
- Utilises interpersonal skills and tools to establish constructive rapport with clients from a variety of cultures, religions and socio economic circumstances

#### **Client Focussed**

- Ability to deliver results and meet and exceed your client expectations.
- Builds client relationships and builds a culture where best for the client guides decision making.
- Ability to understand the client needs and deliver the required service

#### **Planning and being Organised - A commercial focus**

- Strong business/commercial acumen
- Demonstrated ability to participate in a performance driven environment
- Ability to understand the client needs and deliver the required service considering costs and funding/revenue
- Experience or understanding of the relevant funding initiatives

#### **Industry**

- Knowledge of community support services
- Ability to work independently and respond to a changing work environment

#### **Quality, process improvement and innovation**

- Uses initiative in identifying continuous quality improvement opportunities
- Capacity to make decisions, find solutions and escalate when required
- Commitment to maintaining a high standard and quality of work and ethics

#### **Self-motivated**

- Solution orientated and creative thinker
- Ability to work independently and meet agreed timelines

#### **Extras depending on the role**

- Competent computer skills
- A relevant community language

#### **Employee Acknowledgement**

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I, \_\_\_\_\_, acknowledge I have read and understood this position descriptions and the requirements of my role.

Signature \_\_\_\_\_ Date \_\_\_\_\_