

POSITION DESCRIPTION

Position title:	Marketing Campaign Coordinator
Location:	Head Office, Geelong
Reports to:	GMHBA Brand Manager
Entities:	GMHBA Limited (all brands)
Organisational level:	Technical Specialist
Reports:	None

Job Purpose:

To provide support for marketing activities identified in Marketing Plans, including the assistance in the development and production of marketing collateral and tactical advertising and acting as a conduit to the Health Insurance and Health Services businesses.

Accountabilities:

Planning and Implementation

- Contribute to delivery of all aspects of the GMHBA's overall strategic plan and objectives through planning own work and timely attendance to all delegated tasks and functions.
- Consider problems or issues that may arise and use lateral thinking to resolve or recommend solutions.
- Bring to the attention of your team leader/manager risks and issues that may need to be escalated from time to time.
- Actively participate in all business activities such as team meetings, training and development opportunities, information sessions and committee meetings.
- Collaborate and seek input from team members, specialist functions and others as required, to maximise performance outcomes.

Advertising

- Assist in producing briefs, copy and visuals.
- Proofing of reports, letters, brochures, advertisements, submissions and other Marketing generated documents.
- Coordination of marketing requests from internal stakeholders and designated point of contact within marketing team.
- Ensure 'agreed' campaigns are delivered on time, within budget and according to the agreed marketing strategy.
- Brief external suppliers as required.

Promotions

- Participate in and support the monthly promotional meetings and delivery monthly promotional offers across all brands and business divisions.
- Seek internal stakeholder input into monthly tactical offers, in particular, the health and member services teams to ensure smooth fulfillment and execution of all promotions.
- When required, create and implement additional promotional campaigns including in-store promotions, special offers, direct mail flyers, cross promotions and other tactical events.
- Manage the marketing support of Health retail promotions, including obtaining all relevant permits and ensuring any necessary T&Cs are developed in accordance with Australian Consumer Law.

Marketing Collateral

- Assist in the creation and production of marketing collateral and promotional materials that offer value and effectiveness.
- Liaise with key business unit stakeholders (PHI and Health Services businesses) to take briefs for marketing collateral and campaigns.
- Develop and implement a comprehensive production scheduling for all collateral requests.

Regulatory and Reporting

- Ensure compliance with the Company's Delegated Authorities, Business Plan, Policies and Standards.
- Keep up to date with regulatory trends and changes and actively participate in training and update type activities.
- Prepare information and reports for management as required.

Stakeholders and Advice

- Provide advice, share knowledge and identified solutions/wins with others to facilitate strong team performance.
- Maintain positive and constructive relationships with internal and external stakeholders.

Other

- Uphold the company values, culture and performance standards.
- Participate in the roll-out of business change programs designed to strengthen GMHBA's performance.
- Embrace the mindset and actively contribute towards embedding the GMHBA Way including working in an Agile environment.
- It is not the intention of this position description to limit the scope or accountabilities of the position but to highlight the most important aspects of the position.
- The accountabilities described within may be altered in accordance with the changing requirements of the role.

Key Relationships:

Internal:

- All GMHBA internal Business Units, in particular the Health Services team, PHI Operations, Sales, Digital, CX, ITSG.

External:

- Providers of outsourced services eg. Printers, creative agencies, etc.

Skills, Experience and Qualifications:

Mandatory

- A degree qualification in Marketing or related discipline.
- 3 years+ experience within a marketing function.
- Experience in developing and executing effective advertising campaigns.
- Strong experience in, and understanding of, traditional and non-traditional advertising and media, including production and design.
- Superior attention to detail and professional presentation.
- Exceptional communication skills and ability to manage multiple stakeholders, building effective relationships.
- Proactive, driven and 'can do' attitude.
- Approachable and accessible, and possess excellent problem-solving abilities.
- Demonstrate high levels of initiative and ability to work both autonomously and collaboratively.

Highly desirable

- Project management experience
- Health Insurance industry and/or Health related experience or relevant industry knowledge

