

POSITION DESCRIPTION

Position title:	Insights & Retention Specialist
Location:	Head Office
Reports to:	Retention Manager
Entities:	GMHBA
Organisational level:	Professional / Technical Specialist
Reports:	Nil

Job Purpose:

To champion customer experience through the collection, interpretation and delivery of member insights. To plan, execute and optimise customer retention activity across multiple work streams. This role will involve taking proactive ownership in building campaigns from planning through to implementation.

Accountabilities:

Insights

- Support the implementation of the customer experience/retention strategy through the collection, interpretation and delivery of insights.
- Lead key research programs of work, such as Voice of Customer (VOC), Brand Tracking and adhoc projects to deliver key insights and actions to the organization.
- Continue to build on the existing segmentation model and evolve the business' understanding, translating findings to a personalized experience for prospects and members.

Retention

- Manage the delivery of retention activity to meet key strategic, commercial and financial objectives.
- Report progress of retention programs to the Customer Retention Manager.
- Manage costs, timings and resources for retention projects.
- Design/optmise activity that positively impact GMHBA's customer retention rates.
- Explore internal data, modelling and segmentation to identify retention opportunities
- Takes action that is consistent with available facts, constraints and probable consequences.
- Collaborate and seek input from specialist functions and others as required, to maximise performance outcomes.

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Approved by P&C Manager



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- Manage risks, balance priorities and make decisions to progress projects efficiently and with focus on optimal

Communications/Content Development

- Develop and manage content to appeal to desired consumer segments and target audiences
- Oversee retention content across a range of mediums
- Utilise member communications to drive retention improvements
- Review touch points across the customer journey to identify where retention improvements can be made

Digital Capabilities

- Plan, optimise and implement retention activity using a variety of digital tools.
- Plan and deliver of digital campaigns
- Learn and excel in new software tools – particularly Episerver for content management, personalisation and automated campaign setup.
- Utilise CRM and data to improve how we interact with members and increase retention outcomes
- Understand, explore and analyse data to report results, make recommendations and inform key decisions – and communicate these to relevant teams.
- Work with digital specialists from developers, through to designers and content creators to build world class solutions.

Regulatory & Reporting

- Works with the Customer Retention Manager to assess priority and make daily decisions to improve the overarching strategic plan.
- Work with a Data Manager to provide regular reporting across retention projects.
- Ensure compliance with key regulations, Acts, Australian Consumer Law and the Company's Delegated Authorities, Business Plan, Policies and Standards.
- Provide regular reporting across initiatives, campaigns and programs of work as required.
- Keep up to date with regulatory trends and changes, and ensure the company anticipates and navigates changes successfully.

Stakeholders & Advice

- Proactively build inter-departmental relationships to ensure we are collaborating with the objective of understanding our members as intimately as possible.

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- 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.
- Consider problems or issues that may arise and use lateral thinking to resolve or recommend solutions.
- Actively participate in all business activities such as team meetings, training and development opportunities, information sessions and committee meetings.

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 and Frank internal Business Units. In particular the Private Health Insurance and Health Services divisions, CX & Digital team, IT, Marketing, Compliance, Operations including front line staff.

External:

- Members, providers of outsourced services such as research agencies, creative & design agencies, etc.

Skills, Experience and Qualifications:

Mandatory

- Tertiary qualifications in a relevant degree in marketing, management, business, commerce, etc.
- 3-5 years' experience in customer insights and marketing.
- End-to-end project management including planning, execution and reporting.
- Strong writing capabilities and ability to transfer complex information into simple messages.
- A good understanding of automation and triggered communications
- The ability to learn quickly and communicate well will be crucial to the role.
- Ability to manage multiple projects simultaneously and have a strong focus on quality assurance
- Comfortable working with ambiguity and changing priorities in a fast-paced environment

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- Enthusiasm to learn new skills, solve customer problems and dig beyond the surface of the role
- Experience interpreting customer data and linking it to the development of campaigns
- Ability to multi task, prioritise and work to strict deadlines.
- Highly developed organisational skills and attention to detail.
- Ability to work as part of a team and to deal with multiple stakeholders, building strong effective relationships.

Highly desirable

- Experience working in an Agile environment or understanding of Agile practices.
- Experience in the facilitation of focus groups to collect qualitative data points.
- Private Health Insurance, financial services or relevant industry knowledge.

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