



# Position Description

Position Identification			
Position Title:	Manager, Marketing & Communications		
Direct Reports:	2.6 FTE	Indirect Reports:	0
Position Number: (from HRIS)	1265	Effective Date:	3 August 2020
Location:	Merri Health Sites		
Scope of Practice:	Not applicable		
Delegation of Authority:	Refer to Delegation of Authority Policy		
Agreement/Classification *HR use only	Victorian Stand-Alone Community Health Services (Health and Allied Services, Managers and Administrative Officers) Multiple Enterprise Agreement <ul style="list-style-type: none"><li>HSU 5 Grade 4</li></ul>		
Organisational Context			
Divisional:	People & Communications		
Program:	Marketing & Communications	Unit: Marketing & Communications	
Organisational Chart	<div><div>General Manager People &amp; Communications</div><div>Manager Marketing &amp; Communications</div><div>Marketing &amp; Communications Officer</div><div>Community Engagement Advisor</div><div>Marketing and Communications Advisor</div></div>		
Position Summary			
<p>The Marketing and Communications Manager is responsible the development and implementation of marketing and communications strategies to achieve Merri Health’s strategic objectives. The primary role is to ensure Merri Health’s positive public profile promoting our services and local health initiatives within the organisation, to the local community and other key stakeholders.</p> <p>The incumbent will be responsible for the timely delivery of campaigns, marketing collateral and projects through various electronic and traditional channels. Additionally the incumbent will be responsible for the development and coordination of all internal and external communications to ensure consistent messaging aligned to our brand and organisational values.</p>			



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## Position Accountabilities

### Responsibilities

#### Marketing

- Develop and implement an annual marketing and communications plan designed to raise the profile of the organisation within agreed budget
- Undertake targeted market research to determine useful market segments, their needs and opportunities to grow audiences
- Ensure all channel communications are presented to a high standard, delivered on time and are 'on message' in line with Merri Health's brand and image
- Plan and manage content across all mediums (social, email, print etc) to deliver a clear and compelling message
- Create and monitor relevant and quality marketing collateral to support the marketing strategy as well as other activities of the business
- Ensure the website is up to date with relevant and on-brand content in line with campaign requirements and/or marketing and communications plans
- Manage online presence and information including website updates, news, blogs, and social media
- Manage a library of organisational assets (photo, design templates etc)
- Provide marketing advice and assistance to management and employees as required
- Identify any opportunities for external funding sources to enhance Merri Health's marketing and communications
- Source and manage external suppliers including copywriters, designers, printers and distributors as required

#### Communications

- Lead the development and implementation of communications strategies in order to create and maintain a visible profile for Merri Health with stakeholders
- Develop, promote and ensure compliance with Merri Health's branding and communications style guide/s
- Provide communication advice and support to employees, members, partners and stakeholders
- Oversee the design and production of external correspondence and work closely with employees to ensure the promotion of products and/or services
- Prepare written communication materials, including writing copy, editing, proofing and managing the production process including contributing to organisational grant/tender proposals
- Monitor Merri Health communications and report on the effectiveness of communication campaigns, media monitoring, website hits, and social media engagement

#### Media and Public Relations

- Proactive development of creative content for PR and communications campaigns
- Coordinate requests for interviews by the media, ensuring approvals are sought, making assessments and providing advice as required
- Content generations, researching key facts and statistics and developing copy suitable to the target audience for media releases, website, social media platforms, e-newsletters, fact sheets, and event marketing collateral



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	<p><b>People Management</b></p> <ul style="list-style-type: none"><li>• Ensuring the management of people within the Team including recruitment, induction, professional development, reward and recognition and performance management</li><li>• Manage employee retention and coordinate workforce planning across the Team to ensure responsiveness to changing or emerging client needs</li><li>• Promote and monitor compliance of people management processes to all Merri standards, policies and procedures</li><li>• Build a culture of ambition and success across the Team through motivating and developing employees by promoting continuous improvement</li><li>• Ensure the performance objectives of the Team are communicated, understood and cascaded to all employees through effective development of individual KPIs and work plans</li><li>• Ensure appropriate succession plans are in place to achieve longer term strategies</li></ul> <p><b>Other Duties</b></p> <ul style="list-style-type: none"><li>• Undertake other duties as reasonably directed by the GM, People &amp; Communications in line with the incumbents skill and experience</li><li>• Maintain and enhance professional knowledge and technical skills by keeping up to date with new developments and relevant trends.</li><li>• Undertake any reasonable additional tasks as directed by Merri Health.</li><li>• Ensure compliance with all relevant legislation, funding guidelines, service standards and contractual obligations.</li></ul>
<b>Safety and Risk</b>	<p><b>Occupational Health &amp; Safety (OHS)</b></p> <ul style="list-style-type: none"><li>• All employees have a duty to take reasonable care for the health and safety of themselves and others affected by their actions at work, and to comply with Merri Health's OHS Frameworks.</li></ul> <p><b>Physical Inherent requirements (PIR)</b></p> <ul style="list-style-type: none"><li>• Involves sedentary tasks requiring a low level of physical activity and alternation between seated and standing positions</li><li>• Incorporates computer based activities, where employees are required to maintain a slight to moderate degree of cervical flexion for periods of several minutes at a time, occasionally sitting for periods in excess of 20 minutes</li><li>• Sound upper limb joints, with the ability to withstand repetitive upper limb activity</li><li>• May be required to occasionally lift and carry items weighing up to 10kgs</li></ul> <p><b>Quality &amp; Risk</b></p> <ul style="list-style-type: none"><li>• Actively participate in the risk management process including identification and analysis, control of deficiencies and escalating where required.</li><li>• Understand and implement accreditation standards that apply to team and organisation</li><li>• Participate in quality and accreditation self-assessment(s) and support implementation of agreed improvements</li><li>• Support staff to understand and apply new and changed policies and procedures.</li></ul>



# Position Description

	<i><b>Merri Health is an equal opportunity employer and committed to ensuring a safe environment for children and young people. We encourage individuals of diverse backgrounds including but not limited to those from the Aboriginal and Torres Strait Islander, Culturally and Linguistically Diverse and the GLBTIQ community to join our workforce.</b></i>
<b>Capabilities</b>	All employees are expected to align their behaviours and utilise capabilities (or 'soft skills') in line with our organisational values and the level of responsibility of the position. The capabilities for this position can found within Merri Health's Capability Matrix.
<b>Key selection criteria</b>	
<b>Essential</b>	<ul style="list-style-type: none"><li>• Minimum of three (3) years in a similar marketing, PR or communications role</li><li>• Tertiary degree in marketing, PR, communications or related field</li><li>• Outstanding oral and written communication skills and proven experience in building and maintaining relationships with internal and external stakeholders</li><li>• Advanced computer and multimedia skills, especially in Adobe Photoshop and InDesign</li><li>• Experience in digital and online platforms including social media and WordPress</li><li>• Creative flair and ability to generate campaign and media angles</li><li>• Excellent attention to detail with highly developed organisational and time management skills</li></ul>
<b>Desirable</b>	<ul style="list-style-type: none"><li>• Experience in working within a health and social service organisation</li><li>• Established media contacts across print/radio/television</li><li>• Tender or proposal writing experience</li></ul>
<b>Checks, Licences and Registration</b>	<ul style="list-style-type: none"><li>• National Police check</li><li>• Current full or probationary drivers licence</li><li>• Statutory declaration</li><li>• Immunisation category C</li><li>• Right to work in Australia</li></ul>