

## Position Description

<b>Role Title:</b>	Marketing and Communications Coordinator
<b>Reports to:</b>	CEO
<b>Hours:</b>	0.6 FTE; school hours will be considered
<b>Location:</b>	Deakin, Canberra
<b>Salary:</b>	Commensurate with skills and experience

### About Australian Pathology

Australian Pathology is the national peak body for private pathology in Australia. Our membership performs more than 95% of all private pathology testing completed in Australia, including pathology testing on referral from General Practitioners and Specialists for all patients treated in the community, and inpatient pathology for private patients in private and public hospitals.

If you have ever had a blood test, biopsy or a swab, you have received services from a Pathologist, which are delivered in a Pathology laboratory.

Australian Pathology have an established relationship with Senators and Members of Parliament. A constructive working relationship has been in place with both major parties for some time. An excellent relationship was formed some five plus years ago with the current Minister for Health and his office (Chief of Staff and Senior Policy Advisor, Pathology) and a solid working relationship is in place with the new Federal government including the Health Minister and his team.

However, the Government's fiscal environment has changed substantially. It is AP's belief we will need additional footprint in both the general public's perceptions of Pathology, and in a new incoming Government, as a new Government look to fund their Election and existing commitments in a fiscally restricted environment.

This role will be to ensure we are visible and have the backing of the Australian community, through our direct to consumer marketing and working with the Australian media and other health care organisations to place positive news stories on the essential role of Pathology in healthcare delivery.

Australian Pathology is a small team supported by consultants that supports the Board and members. An opportunity has become available for a new position to work on the Marketing and Communications area of Australian Pathology's healthcare role.

### Personal attributes

- Highly organised with clear communication skills
- Ability to work independent as part of a small team
- Drive and initiative
- Highly motivated and professional with high standards
- Adaptable and flexible

## Experience

- Experience working with industry groups or trade organisations in a marketing function.
- Must be organised and have excellent communication and writing skills.
- Experience drafting a marketing calendar for various channels (social media, email, live events etc).
- Experience writing marketing content or managing an agency.
- Understanding of marketing metrics and how those translate to business outcomes/success.
- Experience working with members of the media.

## Responsibilities

Reporting to the CEO, the Marketing and Communications Coordinator will have the following responsibilities within their role:

- Work with the CEO and AP Board to proactively promote Australian Pathology and the role pathology plays in health care delivery, by building and implement marketing communications solutions in line with business strategy.
- Provide interpretation and counsel to CEO and AP Board regarding marketing communications strategies including the governance of key messages, tactics, budgets, timing and measurement.
- Create a comprehensive social media strategy based on health care weeks and promotions, as well as announcements from governments that uses social media marketing techniques to increase AP visibility, engagement/membership and web traffic.
- Measuring and reporting to the CEO and AP Board on the effectiveness of all campaigns with the intention of developing insights on a monthly basis, or as required.
- Manage Facebook queries and questions to the general public.
- Own the relationship and be the key contact for AP's marketing consultants
- Proactively work with the Australian media in key areas, sourcing stories, partnership with other health care organisations and work with the media and Pathologists and senior scientists as key spokespeople for AP.
- Coordinate with AP members, Ministers, MPs and Senators, with support from the AP CEO, local Laboratory tours with Parliamentarians. This may include senior State and Territory MPs and Ministers
- Assist in the development of promotional and marketing materials that can be provided to Members of Parliament as briefings and information sheets.
- Manage mail outs and draft communication to be sent to all new and returning Parliamentarians.
- Ad hoc media liaison as required.

## Salary

A commensurate salary has been proposed for the suitable applicant. School hours will be considered for this part time role.

There may be some interstate travel required for this role.

### **Selection criteria**

- Relevant Tertiary degree qualifications in Marketing, Communications, Media, Public Relations, or Journalism.
- Experience delivering communication strategies across a Company that helps provide a consistent message and supports change.
- Excellent interpersonal skills to be able to liaise and advise senior managers on the different types of communication strategies.
- Minimum five years' experience in the delivery and evaluation of campaigns.
- Ability to interpret complex situations that may impact the organisations reputation.
- Ability to manage simultaneous projects with limited supervision.
- Ability to be self-motivated, responsive and flexible in an environment with time pressures and multiple priorities.
- Strong knowledge of best-practice and innovative communications trends, tactics and tools.