



Marketing and Communications Coordinator

Success Profile

You will make a difference by	<ul style="list-style-type: none"> Building the reputation and reach of the IPC Health brand to support our growth, by attracting and retaining clients, and strengthening engagement with funding partners, referral partners sector / community allies, and staff.
To succeed, you will need	<ul style="list-style-type: none"> A passion for building brands and implementing strategic multi-channel marketing communications campaigns; enthusiasm; a desire to learn, grow and continuously improve. Tertiary degree in Marketing, Communications, Advertising or Business. 5+ years' experience in a similar role; not-for-profit experience is desirable but not essential Strong written and verbal skills; the ability to engage and influence internal and external stakeholders A demonstrated capability to be proactive and lead by example Experience using MS PowerPoint to create compelling comms plan and campaign evaluation presentations; MS Planner for project management
You will improve and promote One Team IPC Health by	<ul style="list-style-type: none"> Acting with purpose, measuring our results, and celebrating achievements (<i>We make a difference</i>) Going above and beyond, demonstrating understanding and respect for our communities and each other (<i>We are passionate</i>) Learning, experimenting and innovating (<i>We are creative</i>)
We will contribute to your success by	<ul style="list-style-type: none"> Providing opportunities for you to share what is important to you, your wellbeing, and what you need. Aligning the contribution you make to IPC Health's strategy. Guiding you in what to do, when and how to do it. Developing your skills with regular feedback and exploring career opportunities. Ensuring you feel fulfilled at the end of each workday. Being committed to maintaining a barrier-free environment for all and welcoming individuals of diverse backgrounds, including but not limited to, those from the Aboriginal and Torres Strait Islander, Culturally and Linguistically Diverse and the LGBTI communities.
Key Deliverables and Measures	<ul style="list-style-type: none"> Create compelling and insight-led content for internal and external communications; evaluate its effectiveness Successful delivery of effective and innovative internal and external marketing communications campaigns that:



	<ul style="list-style-type: none"> ○ attract and/or retain clients for new and existing programs through owned, earned and paid channels ○ encourage internal referrals ○ strengthen engagement with funding partners, referral partners and other sector and government stakeholders ○ strengthen staff engagement ● Develop and implement campaigns that contribute to a measurable positive impact on relevant brand equity and/or staff engagement metrics ● Write compelling and insightful creative briefs and communications plans, based on client/consumer, stakeholder and sector insights ● Develop and produce impactful, sector-leading creative executions, meeting deadlines and budgets ● Effectively manage external agencies to produce great work, on time and on budget ● Strengthen relationships with internal stakeholders (our internal clients) to enable them to achieve their program / innovation / growth targets ● Proactively suggest improvements in processes and strategies to achieve better outcomes ● In everything, live out the IPC Health vision and values
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Team	<ul style="list-style-type: none"> ● Communications and Marketing Team
Reports to	<ul style="list-style-type: none"> ● Communications and Marketing Manager
Key relationships	<ul style="list-style-type: none"> ● Program / Service Team Leads ● DIGS Team (Digital Health, Innovation, Growth, SMT)

Our Purpose
Improve quality of life for the people and communities we serve by maximising access to health and wellbeing services.

Our Values



We are passionate

We go above and beyond, demonstrating understanding and respect for our communities and each other.



We make a difference

We act with purpose, measure our results and celebrate achievements.



We are creative

We learn, experiment and innovate.

