



Communications and Marketing Manager

Success Profile

As at October 2024

<p>You will make a difference by</p>	<p>Leading the development and implementation of organisation wide Communication and Marketing strategies and deliverables that enhance IPC Health’s brand identity and reputation as a community health service.</p>
<p>To succeed, you will need</p>	<ul style="list-style-type: none"> • At least 5 years experience in a similar leadership role within a complex environment (not for profit, or health is desirable) • Demonstrated business and political acumen that positions you as a trusted advisor and subject matter expert in communications and marketing • Experience setting clear measurable goals and objectives of communication activities linking into business metrics, brand awareness and risk mitigation • The ability to build and maintain strong relationships with key stakeholders including senior managers, media, political representatives and internal teams • Experience managing political and reputational opportunities and risks through the effective use of communication • The ability to influence and lead with presence • Exceptional written skills • Experience managing communication platforms such as intranets and websites
<p>You will improve and promote One Team IPC Health by</p>	<ul style="list-style-type: none"> • Acting with purpose, measuring our results, and celebrating achievements (We make a difference) • Going above and beyond, demonstrating understanding and respect for our communities and each other (We are passionate) • Learning, experimenting and innovating (We are creative)
<p>We will contribute to your success by</p>	<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"> • Providing leadership, vision and development to a team of communications and marketing professionals. • Development of key strategies and frameworks and overseeing the execution of deliverables. • Building strong relationships with the broader leadership team, understanding organizational objectives, and identifying communications and marketing opportunities. • Provide strategic advice and solutions on communication, including campaigns, crisis communication and issues • Overseeing quality outputs through all communications and marketing tools and managing and enhancing the website and intranet • Increase the effectiveness of IPC Health’s online presence through relevant social media and digital communication plans and initiatives • Building productive relationships with external stakeholders, including Local Members of Parliament, Ministers Advisors and the media. • Preparation of annual budgets with ongoing responsibility to monitor and manage spend aligned with approved budgets. 	
Team	<ul style="list-style-type: none"> • Communications and Marketing Team 	
Reports to	<ul style="list-style-type: none"> • General Manager People, Governance and Community 	
Key relationships	<ul style="list-style-type: none"> • CEO • General Manager Operations and Clinical Care • General Manager Growth and Strategy • General Manager Financial and Corporate Services • Operational Managers • Change Champions • Digital Health Lead 	
Our Purpose		
<p>Improve quality of life for the people and communities we serve by maximising access to health and wellbeing services.</p>		
Our Values		
<p>We are passionate</p> <p>We go above and beyond, demonstrating understanding and respect for our communities and each other.</p> 	<p>We make a difference</p> <p>We act with purpose, measure our results and celebrate achievements.</p> 	<p>We are creative</p> <p>We learn, experiment and innovate.</p> 

