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| 1. **Position Details** | | | | | |
| Position Title: | Marketing Manager QCHF & See-u | Division: | Insurance & Health Services | | |
| Reports to: | GM QCH and See-U | Department: | QCHF | | |
| Section: | Marketing | Grade: | SPEC - Level 6 | Date Approved: | May 2024 |

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| 1. **About HBF** | | | |
| HBF Purpose: | To deliver for our members in the moments that matter | HBF Values | * Members are our reason * We are brave * We do the right thing * We work as one |
| HBF Vision: | To be Australia’s most trusted and valued member-based organisation |
| HBF is Australia’s fifth largest private health provider, and the leading health insurer in WA. As a not-for-profit organisation with no shareholders, our focus is on delivering quality health insurance and the best personal experience possible for our 900,000 plus members. Our promise is that we’ll deliver for our members in the moments that matter, be ‘simply human’ in our interactions, and provide quality, affordable products that meet members’ needs. We also aspire to be a force for good in the community, partnering with others to drive change and make our community healthier and happier.  Whilst WA remains our home, we are looking to grow nationally, expand and diversify our business, and enhance our technological capability. Our business transformation provides an exciting opportunity for talent to join us and be part of this career defining journey. | | | |

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| 1. **Purpose of the Position** |
| The Marketing Manager QCHF & See-u is responsible for developing and leading the Marketing and Communication strategy with the aim of increasing member engagement and raising the profile of the multiple east coast Health Fund brands including Queensland Country, Territory Health and see-u health insurance. This encompasses the development and execution of comprehensive marketing strategies to drive brand awareness and sales growth. The role includes the management of digital sales including the execution of the digital advertising strategy and increasing website joins. |

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| 1. **Position Accountabilities** | | |
| Key Result Area | Activities that achieve the key result area | Measures of Success |
| Lead, plan and deliver marketing strategy for the health fund brands | * Develop, implement, and report on the Marketing strategy for Queensland Country Health Fund, including Membership growth, public relations, and community engagement while ensuring consistency and synergy across all marketing initiatives. * Develop, implement, and report on the Marketing strategy for Territory Health Fund, including Membership growth, public relations, and community engagement while ensuring consistency and synergy across all marketing initiatives. * Develop and implement Marketing strategy for see-u health insurance, driving brand awareness, engagement, and sales growth while ensuring brand and membership growth. * Gather, analyse, and utilise internal and industry data to prepare campaigns that deliver desired results to the target market and identify potential new markets for all health fund brands | * Membership growth OKR’s * Effective delivery, on time and on budget * Development of see-u brand/visual identity and messaging strategy. |
| Marketing support for Dental, Care Navigation and Corporate Partnerships | * In conjunction with the Head of Dental Services, develop, implement, and provide insights on the marketing strategy for Queensland Country Dental including new patient acquisition, public relations, and community engagement. * In conjunction with the Care Navigation Manager, develop, implement, and provide insights on the marketing strategy for Queensland Country Care Navigation including new patient acquisition, public relations, and community engagement as applicable. * Ensure the provision of timely and quality support to the front-line team of both Health Fund brands to support overall OKRs | * + Member Awareness &Patient OKRs   + Effective delivery, on time and on budget   + Member Awareness & Patient OKRs   + Effective delivery, on time and on budget   + Effective delivery, on time and on budget |
| Lead, plan and deliver member communications and engagement | * Ensure that all Health Fund touchpoints within the marketplace, comprising the website, mobile application, OMS, retail centre presentation, promotional materials, and social media platforms, are tailored to distinguish the brands and deliver a consistent Member experience. * Craft Communication strategy to effectively convey brand messaging and engage with our target audience across various platforms. * Prepare and provide regular press, website articles on relevant topics for publication online and in social campaigns. * Manage all social media platforms | * All communications channels provide accurate, current information inline with brand identity * Content delivery & performance * Social performance & metrics |
| **Member, Brand & Community engagement** | * Manage the QCHF Health Fund Brand Ambassador strategy to ensure these relationships align and support Health Fund strategic goals. * Manage the THF Health Fund Brand Ambassador strategy to ensure these relationships align and support Health Fund strategic goals. * Develop close and productive relationships with key community connections and third-party providers * Drive the results of both health fund brands Sponsorship program * Lead and facilitate marketing research that is being conducted | * Effective leverage of Brand Ambassadors * Strong effective relationships developed & maintained * Success of event, brand metrics and engagement |
| **People Leadership** | * Provide highly visible leadership to marketing team and peers, ensuring effective communication and demonstrate accountability and integrity aligned with HBF values * Facilitate employee development activities to ensure performance objectives and indicators are met * Attract, retain, and manage talent within Marketing team * Ensure the ongoing health and safety of all team members by monitoring workplace conditions and acting on any OSH matters raised by employees, in line with HBF’s Safety & Health Policy. | * Employee engagement score * Performance review |
| **Quality of marketing processes and teamwork** | * Develop, allocate and manage marketing budgets. * Collaborate and build strong working relationships with the Marketing team and Health Fund staff to provide an overall effective marketing strategy for the business * Achieve the highest level of compliance with legislation and policies * Manage key risks and controls associated with the Acquisition Team, in line with risk appetite. * Actively identify and manage business risks and ensure all risk management and compliance obligations are implemented, monitored and adhered to. | * Effective management of work priorities and quality * Budgets adhered to * Business support in a timely manner with strong relationships * Processed adhered to and issues logged in Protech |
| 1. **HBF Mandatory Responsibilities** | | |
| * + Act in accordance with HBF Values.   + Participate effectively in HBF’s Performance and Development Program (P&D).   + Participate in training and development activities as required and as part of your Learning and Development Plan.   + Follow safe work procedures and identify risks and hazards to ensure the health and safety of yourself and others including employees, contractors, HBF members and members of the public.   + Participate in projects and initiatives as directed by people leader. | | |

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| 1. **Position Specifics** | |
| 6.1 Impact and contribution | **Impact: Strategic - establishes and implements business strategies with a longer term focus (3 to 5 years) based on HBF's vision.**  **Contribution (relative to Impact): Major - predominant authority in determining the achievements of key results (Independently Decide).** |
| 6.2 Innovation and complexity | **Innovation: Create/Conceptualise - creates truly new methods, techniques or products that break new ground.**  **Complexity (relative to Innovation): Complex - Problems and issues require broad based solutions requiring considerations of two of three dimensions (operations, financial and human).** |
| 6.3 Position Responsibilities | **How many direct reports does this position have? 1**  **Does this position direct more than one team? No**  **Does this position have mentoring responsibilities? Yes** |
| 6.4 Essential experience and education | * Demonstrated experience in a Marketing and Public Relations field * Demonstrated experience of successfully managing a team * Tertiary Qualifications in Marketing or related field &/or relevant work experience in the health insurance industry. |
| 6.5 Preferred knowledge and skills | * Demonstrated ability to drive high performing teams in achieving desired outcomes * Highly developed and effective oral and written communication skills, including listening and negotiation skills * Ability to think, plan and execute on multiple projects simultaneously in an organised manner * Ability to create and maintain effective relationships with staff, industry contacts and customers * Demonstrated ability to work calmly and maintain good judgement in a fast-paced environment * Familiar with Regulatory Framework of the Australian Prudential Regulation Authority |
| 6.6 Decision making / Budget authority | * Decision making is determined by HBF Delegations (ie authority to approve budgeted expenses is within approved delegation limits) and within approved operational budget. |
| 6.7 Major challenges | * Navigating change through QCHF, THF, see-u * Rapidly changing environments including ongoing regulatory reforms * Managing through cost & resource constrained environment * Delivering high engagement scores, above benchmarks |

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| 1. **Key Working Relationships** | |
| Most frequent contacts (who) | Purpose of relationship (why) |
| General Manager | Direct report |
| Member Acquisitions Manager | To ensure alignment and cohesive work teams |
| Marketing Officer | Mentoring / coaching |
| Digital & Technology Manager Systems & Digital, Operations Manager | To ensure alignment and cohesive work teams |