



Position Description

Marketing & Client Experience Coordinator

Award or EBA:	Health and Allied Services, Managers and Administrative Workers (Victorian Stand-alone Community Health Services (Multi Employer) Enterprise Agreement 2022 – 2026
Classification/Grade:	Grade 3
Directorate:	Client Experience & Community Engagement
Reports to:	Marketing & Client Experience Manager
Direct Reports:	N/A

Our vision is ensuring the health and wellbeing of our community. Our [values](#) are:



Inclusion

We create an equal and more respectful world by making space and standing with people of all backgrounds.



Integrity

Our ethics, fairness and transparency drive actions and outcomes that we can all feel proud of.



Excellence

We believe in extraordinary service and we achieve it by going the extra mile to help others.



Innovation

We look to a better and brighter tomorrow to shape the potential today.



Collaboration

We work together to nurture the ideal conditions for our community to thrive.

About Us

Over the past three years, DPV Health has embarked on an exciting cultural transformation called the [DPV Health Way](#). This included a values refresh, with renewed focus on Our People, their contribution to our organisation and community and enforcing our commitment to excellent care, supporting every employee in leading a happy, balanced, fulfilling life; no matter who they are, where they are from — or where they are going. Our workplace culture is committed to DPV Health values and celebrates workforce diversity reinforcing the positive approach we have to the way people contribute, communicate, engage and interact.

Our People deserve to feel empowered and supported as they pursue their professional goals, learn new skills, and achieve meaningful milestones in their work. At DPV Health, we foster an environment that promotes greater growth, innovation, and collaboration, so you can feel elevated every day.

We invest in Our People, proudly offering a diverse range of opportunities including knowledge sharing, ongoing learning and development, leadership development, connectedness, and celebration; these are key pillars in our culture.

About this role

The Marketing & Client Experience Coordinator will support the agreed Marketing and Client Experience strategies and plans for DPV Health, through the development and execution of effective campaigns and initiatives.

The primary objective of this role is to strengthen the Marketing and Client Experience team in developing and executing campaigns, collateral, client communications, brand delivery and design as planned and /or requested by service and support teams.

Key functions of the Marketing & Client Experience Coordinator include, but are not limited to:

1. Supporting the Marketing & Client Experience Manager to develop, execute and report on directorate requirements.
2. Working with service and support teams to deliver marketing and client experience programs, with a strong connection to the Population Health and Community Engagement teams
3. Creating marketing briefs and building campaigns to meet program objectives.
4. Working with creative Agencies to ensure projects are delivered according to the brief, on time and on budget. Where necessary utilise graphic design skills to supplement creative development of smaller and/or immediate pieces of communications.
5. Working closely with vendors to print, produce and deliver collateral and signage on time and to high standards.
6. Assist individual service directorates to develop and articulate client stories, personas and journey maps.
7. Design, roll-out and report on periodic client surveys (feedback, satisfaction, brand health/ awareness etc.), with a focus on identifying key insights and highlighting areas of improvement/ opportunity). Findings from these surveys, along with key insights & recommendations will form the basis for further discussions and consultations/ co-design groups.
8. Ensure DPV Health sites are presented according to the site style guide and in line with DPV Health inclusion principles of being safe and welcoming to our diverse community while providing an outstanding user experience.

Roles Key Accountabilities

Service Delivery

- Support graphic design work for online and print media communications
- Liaise with service/ program teams to develop communication briefs that promote key messaging using the most efficient communication channels to help meet service targets
- Develop and manage the DPV Health annual events calendar
- Support key service-specific events across the organisation and lead DPV Health branded strategic events
- Support design and implementation of the weekly social media plan across all DPV Health social platforms – FB, IG, LinkedIn
- Coordinate and execute local area marketing activities targeted at building the DPV Health brand profile and promoting specific services/ programs
- Support with the design and implementation of CRM based marketing campaigns as required
- Administrate the CMS (content management system) for digital screens across DPV Health sites and ensure all communication is accurate and up to date
- Support with photography across service/ program areas, events, stakeholder conferences as required

- Liaise with external vendors/ suppliers, including creative agencies, freelance photographers/ videographers, printers, suppliers of promotional products/ merchandise
- Track, manage and maintain inventory of marketing materials such as brochures, posters, event materials, branded merchandise etc across multiple storage facilities
- Perform quarterly audit of all key DPV Health sites to ensure site presentation, branding and comms adhere to guidelines. Work closely with client service team to identify opportunities to enhance client experience across our sites
- Perform administrative tasks related to the role

Reporting, System and Analytics

- Track, analyse and report on program and campaign metrics
- Assist in providing information and data on marketing reports to stakeholders
- Actively use and promote the use of DPV Health systems such as ELM, Riskman, MyBookings, Prompt, e3, Power BI, and others
- Continually review service/support provided to analyse success and areas of improvement

Financials, Budgets, Target, Funding

- Contributing to budgets related to dedicated Client Experience & Community Engagement projects
- Ensure that all financial transactions are undertaken in line with approved DPV Health policy and delegations
- Achieve targets / budgets for your function

Culture, Engagement, Diversity – People Experience

- Demonstrates behaviours aligned with DPV Health Values and Code of Conduct
- Participate in regular supervision, annual work plans and annual performance reviews.
- Actively participate in all required training, inductions and development
- Actively participate in and attend organisationally required meetings in a positive constructive manner. Offering balanced views and seeking solutions
- Actively supports and demonstrates inclusive behaviour with a zero tolerance for any bullying, harassment and inappropriate conduct.

Health and Safety

- Take reasonable care to ensure no risk of harm to self and others in the workplace. This includes immediately reporting any incidents, near miss, hazards and injuries.
- Comply with relevant Occupational Health and Safety laws, standards, safe work practices, policies and procedures and attend all safety initiatives, improvements & training.
- Demonstrate safe work behaviours and conducting work in accordance with our safety management system.

Risk Management and Compliance – Quality and Accreditation

- Ensure documentation supports both quality and department standards.
- Actively identify, monitor and manage areas of key risk and lead appropriate escalation and response.
- Actively monitor and improve the quality and safety of their care and services.
- Identify risks as they emerge and proactively address new and known risks.
- Commitment to partnering with clients to facilitate effective engagement and participation.

This position description contains the key roles and responsibilities and associated performance indicators for this position. The above list is not intended to be complete. Other tasks may be assigned from time to time.

time to meet the needs of the organisation. Specific actions and objectives of this role will be outlined through the goal setting and review process.

DPV Health Requirements

- Current Victorian Drivers Licence
- Satisfactory Police Check
- Vaccination Status as per the Workforce Vaccination Policy & Procedure
- Valid Working with Children Check
- Travel between sites is required

Authority

The occupant of this position has authority as per the delegation manual.

Key Selection Criteria

Qualifications

- Required: Undergraduate qualification in marketing, client experience, or community engagement
- Desirable: Project Management, graphic design, survey development and data analytic skills

Experience & Skills

In order to succeed in this position, it is expected that you will have:

- 2-3 years demonstrated experience in Marketing, Client Experience and Community Engagement
- Technologically savvy with experience working on graphic design platforms like Canva, Adobe Photoshop, Illustrator, InDesign etc
- Understanding of survey principles and practices
- Ability to gain insights from client and transactional data with good data analytics skills
- Excellent written and verbal communication skills with strong attention to detail
- Strong project management skills including effective planning, time management, and organisational skills
 - Desirable: Healthcare related experience

Behaviour

- Client centred approach
- Passion, energy and a can-do attitude
- As a Community Health organisation our clients place their trust in us. You appreciate a culture of risk management and mitigation. You are committed to maintaining a high standard and quality of work and ethics. You are motivated to do what is right legally and morally.

Service Delivery

- Experience working as a client experience/marketing position in a community setting preferably including work with people from CALD background, Ageing and clients with a disability
- Experience in planning, implementing and evaluating marketing and communication campaigns
- Experience in survey development, execution and analysis
- Understanding client needs and providing excellent service

Communication and interpersonal approach

- High level of energy, initiative, sound judgement and a sense of urgency
- Communicates with a diverse range of audiences in an informative, engaging and persuasive manner

- Excellent written and verbal communication skills.
- Sensitivity to issues related to the provision of services in a community of high cultural diversity

Client Focussed

- Ability to deliver results and meet and exceed client expectations.
- Builds client relationships and builds a culture where best for the client guides decision making.
- Ability to understand the client needs and deliver the required service

Planning and being Organised - A commercial focus

- Strong business/commercial acumen
- Demonstrated ability to participate in a performance driven environment
- Ability to understand the client needs and deliver the required service considering costs and funding/revenue
- Experience or understanding of the relevant funding initiatives

Industry

- Knowledge of community health services
- Ability to work independently and respond to a changing work environment

Quality, process improvement and innovation

- Uses initiative in identifying continuous quality improvement opportunities
- Capacity to make decisions, find solutions and escalate when required
- Commitment to maintaining a high standard and quality of work and ethics

Self-motivated

- Solution orientated and creative thinker
- Ability to work independently and meet agreed timelines

Employee Acknowledgement

I, _____, acknowledge I have read and understood this position descriptions and the requirements of my role.

Signature _____ Date _____