

#### The Role

Marketing and Communications Manager

#### Context

NTGPE delivers vocational education and training for registrars under the Australian General Practice Training (AGPT) program to the standards of the Royal Australian College of General Practitioners (RACGP) and Australian College of Rural and Remote Medicine (ACRRM) through multiple education activities to different groups of learners and GP practices dispersed throughout the whole of the Northern Territory (NT). This position therefore deals with a variety of internal and external stakeholders ensuring that communication with these groups enhance NTGPE's key relationships and program delivery.

The broad environment in which NTGPE operates includes communities with high levels of need, as well as service providers and funding agencies that are keen to ensure Aboriginal Health needs are better met. These factors indicate considerable scope for innovative approaches in the way NTGPE operates. It also means that NTGPE needs a coordinated and cooperative approach between the education program team and other parts of the organisation, which requires a flexible approach to its structure and operations. The successful applicant can expect that the position and its duties may evolve during the course of their employment with NTGPE to meet the demands of its business operations.

#### Location

This position is based at the NTGPE office in Darwin at Charles Darwin University, Casuarina Campus.

#### Supervision

This position reports to and is supervised by the Chief Executive Officer and is expected to work relatively independently.

#### Salary

To be negotiated depending on qualifications and experience.

#### Employment Conditions

NTGPE provides a safe working environment, in a fast paced, dynamic organisation which is the lead regional training organisation (RTO) in the Northern Territory for medical education and training.

NTGPE offers six (6) weeks annual leave and up to two (2) weeks personal leave.

As NTGPE maintains the status of a health promotion charity it is able to offer significant salary sacrificing arrangements to its employees.

#### Hours of Work

73.5 hours per fortnight full time equivalent (FTE), with after hours and weekend work an occasional requirement.

#### Contract Period

This position is offered on contract to 31 January 2020 with a minimum three (3) month probationary period.

### Duties

- Design, develop, implement and evaluate multiple marketing and communications projects in line with corporate objectives, policies and procedures;
- Advise the CEO on matters relating to internal and external communication and marketing strategies and intended outcomes;
- Develop a range of marketing strategies to effectively promote NTGPE and the NT to prospective program participants;
- Maintain NTGPE's corporate profile and create awareness of the role of NTGPE to external stakeholders;
- Ensure consistency of branding across all media and communication platforms using the NTGPE brand manual;
- Promote official NTGPE events, conferences and general activities through a variety of mediums including social media, website, e newsletters, email and media releases;
- Maintain and develop the NTGPE website including updating information, news articles and resources as required;
- Oversee the production of print and promotional materials, including official corporate documents;
- Maintain and develop a range of strategies to ensure effective communication with internal staff and external stakeholders;
- Coordinate the marketing requirements for all internal and external conferences, events and forums, including information booths, advertising and contractual requirements; and
- Maintain and develop the NTGPE photo and multimedia image library and ensure all major sites, events and activities are recorded and classified;
- Supervise and oversee the Graphic & Communications Development Officer in the creation of marketing collateral;

### Accountabilities

This position is accountable for managing a range of marketing initiatives and projects identified by the Chief Executive Officer (CEO); ensuring the provision of marketing and communication requirements in line with company objectives through high level advice, support and leadership of the marketing team, and developing and building strong collaborative relationships with key stakeholders and clients.

### Selection Criteria

#### **Essential**

1. Proven ability to design, develop and manage marketing campaigns across multiple platforms including social media, web, email, events and publications;
2. Proven ability to design, develop and lead multi-platform communication campaigns to internal and external stakeholders;
3. Experience in using web and social media analytic technology to evaluate the effectiveness of campaigns;
4. Demonstrated experience in writing reports, web content, advertising copy and media releases;
5. Demonstrated ability to work to tight deadlines in a dynamic organisation as well as manage demands from a range of areas within the organisation;
6. Experience in being innovative under pressure and pitching ideas to the organisation;
7. Experience in team management;
8. University level qualification in marketing or communications;
9. Three years minimum experience in working in a similar role at management level; and
10. Ability to travel throughout the NT and Australia on a regular basis.

#### **Desirable:**

1. Working knowledge of Adobe Creative Cloud Suite particularly InDesign and Illustrator;
2. Photography and multi-media skills;
3. Experience in working in the health sector in the Northern Territory; and
4. Current NT driver's licence

#### **Working Conditions**

This position will require sitting for many hours a day at a computer and desk, as well as lifting and bending. In this role you may travel in a 4WD vehicle and/or a light aircraft.

#### **Values**

NTGPE is committed to ensuring that we have a working environment that is welcoming and inclusive for all staff. To support this, we have adopted a core set of shared values which guides our work and creates a safe and respectful environment that fosters the best in us all. This includes dealing with our customers, stakeholders, each other and the community:

- RESPECT - work better together
- FAIRNESS - fair go for all
- WELLNESS - show we care
- INNOVATION & CONTINUOUS IMPROVEMENT - idea generators
- MAKING A DIFFERENCE - work with purpose

#### **Police Check**

Designated positions at NTGPE including this one requires a police check before employment can be confirmed.

Approved

Stephen Pincus, CEO
2018 Nov 14