

Position Description



1. General Information

Position Title:	Digital Manager – Campaigns
Division/Department:	Communications and Engagement
Position Reports to:	Deputy Chief Communications & Engagement Officer
Enterprise/Individual Agreement:	Individual Employment Contract
Classification/Grade:	N/A
Location:	Pelaco
Employment Status:	Full Time permanent role
Direct reports	tba
Key Relationships - internal and external	Organisation-wide, external agencies and vendors.

2. Overview of Epworth HealthCare

Epworth HealthCare is Victoria's largest not-for-profit private hospital group, renowned for excellence in diagnosis, treatment, care and rehabilitation. Epworth is an innovator in Australia's health system, embracing the latest in evidence-based medicine to pioneer treatments and services for our patients.

The values of Epworth define our approach and delivery. We pride ourselves on demonstrating our values in a real and meaningful way. Our Values are *Compassion, Accountability, Respect and Excellence*. More information can be found on the [Epworth website](#).

Our purpose is to improve the health, wellbeing and experience of every patient by integrating clinical practice with education and research and our vision is to consistently deliver excellent patient-centred care with compassion and dignity.

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3. Purpose of the Position

The Digital Manager – Campaigns is responsible for enhancing our brand and building strong online communities through our various digital platforms and channels.

Reporting to the Deputy Chief Communications & Engagement Officer, this role is responsible for creating, developing and delivering digital content that engages users, fosters interactive relationships with Epworth and provides value to all target audiences.

Working collaboratively across the organisation and with external agencies or partners, the Digital Manager supports a community of authors and editors, ensuring the creation of effective campaigns/programs and engaging content that drives awareness and preference to Epworth.

The Digital Manager collaborates with the Communications & Engagement team and stakeholders, ensuring programs and campaigns align with brand and editorial guidelines, while supporting and enabling the Strategic Workplan of Epworth.

4. Key Accountabilities

KEY RESPONSIBILITIES	MEASURES/KPIs TO BE ACHIEVED
Campaign Implementation and Management <ul style="list-style-type: none">● Build a comprehensive digital strategy that supports and enables the Epworth Strategic Workplan,● Lead the continuing development and implementation of the digital and social media programs for Epworth.● Build, grow and nurture our online communities on key social media channels and enhance our brand and reputation through increased engagement.● Collaborate with the Communications & Engagement team and stakeholders across the organisation to enable and support the Epworth Strategic Workplan, in combination with supporting the commercial objectives of our organisation.● Ensure regular posting of approved content and optimise existing platforms, while reviewing suitability of new platforms and channels.	<ul style="list-style-type: none">● Quarterly delivery of content plan for approval by Chief Communications & Engagement Officer.● Regular campaign and content reviews with management team.● 100% adherence to the Epworth social media policy across the organisation.

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<p>Content Creation</p> <ul style="list-style-type: none"> • Develop content that contributes and supports the Epworth Strategic Workplan. • Create engaging content for use across all required communications channels – both written and visual - while adhering to brand guidelines, policies and protocols. • Coordinate the ongoing streams of organic and paid content across all channels and ensure optimum presence and engagement. • Collaborate with stakeholders and external agencies to ensure all digital design and development follow approved standards and best practice. 	<ul style="list-style-type: none"> • Strategy developed and approved that supports and enables the Epworth Strategic Workplan and all digital projects are aligned. • Strategy implementation according to plan and all work aligns with best practice, governance and relevant policies.
<p>Performance and Analytics</p> <ul style="list-style-type: none"> • Manage social media monitoring tools and oversee regular issues monitoring with a focus on risk mitigation and reputational protection. • Provide ongoing management and monitoring, inclusive of real-time optimisation/changes, of campaigns as needed. • Manage relationship with search engine marketing agencies, overseeing and optimising paid ads campaign performance. • Use performance and analytics tools such as Google Analytics, Google Insights or similar like track and improve all digital channels. 	<ul style="list-style-type: none"> • Deliver programs and campaigns to objectives, specifications, on time and on budget. • External suppliers deliver according to approved contract: <ul style="list-style-type: none"> ◦ scope of work is clearly specified and supports organisational priorities ◦ scope of work is approved and budgeted.
<p>Communication and Collaboration</p> <ul style="list-style-type: none"> • Communicate and collaborate with various internal and external stakeholders involved in digital campaigns and programs, such as stakeholders, team members, agencies, community groups, partners or users. • Enable collaboration between various teams by managing interactions between key internal stakeholders and external partners. • Communicate digital objectives, requirements, progress, and feedback clearly and effectively across the organisation. • Collaborate with the Communications & Engagement team and other departments to manage program of work, resources and to resolve any conflicts or challenges. • Support digital communication and collaboration tools such as (but not limited to) email, chat, video conferencing or project management software 	<ul style="list-style-type: none"> • 100% compliance to ensure cohesive branding across all digital platforms. • Positive user experience across all digital channels as measured by user surveys and best practice benchmarking.

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to facilitate communication and collaboration across all users.	
Leadership and Teamwork <ul style="list-style-type: none"> Develop and grow the skillset and expertise within the team through staff development, on-the-job training and regular feedback sessions. Ensure efficient operations within the team, including completion of performance reviews and regular team meetings. Guide and motivate the team to do great work and ensure appropriate adherence to Epworth values and behaviours. Build trust and influence at all levels of Epworth. Create and contribute to a positive, creative and inclusive work environment within the Communications & Engagement team, 	<ul style="list-style-type: none"> Employee Engagement Survey results. Model the correct Epworth values and behaviours. 100% compliance of performance reviews for team.
Safety and Wellbeing <ul style="list-style-type: none"> Participate and co-operate in consultative processes to improve health and safety. Observe safe working practices and as far as you are able, protect your own and others' health and safety. Complete all necessary personal training and professional development requirements. 	<ul style="list-style-type: none"> 100% compliance with all mandatory training and policy requirements.

5. Position Requirements/Key Selection Criteria

COMPONENT	
Qualifications	Essential <ul style="list-style-type: none"> Degree in Communications, Digital Marketing, Social Media or a related discipline, or equivalent industry experience. Working with Children Check. Desirable <ul style="list-style-type: none"> Project management experience.

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<p>Previous Experience</p>	<p>Essential</p> <ul style="list-style-type: none">● 5+ years of experience managing social media presence across medium - large organisations● Extensive experience in social media, marketing automation, SEO and SEM.● Experience managing enterprise social media tools and technologies, including social media management, monitoring and analytics tools● Experience designing imagery for web/social (i.e. campaign content, banners using Photoshop templates)● Experience filming and editing video content using Adobe Premiere Pro or similar● Project management and/or business analysis experience● Experienced in writing and editing for the web/social/blogs● Demonstrated experience managing content for multi-channel outputs● Demonstrated experience managing budgets● Demonstrated experience managing external providers <p>Preferred</p> <ul style="list-style-type: none">● Relevant expertise in related software such as Adobe Creative Suite, Content Management Systems● Previous experience in a healthcare or not for profit sector
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<p>Personal Attributes & Values</p> <p>All employees are expected to consistently work in accordance with the Four values of Epworth</p> <ol style="list-style-type: none">1. Compassion2. Accountability3. Respect4. Excellence	<p>Essential</p> <ul style="list-style-type: none">● Strong leadership, mentoring and coaching skills● Ability to build and maintain rapport and effective relationships with key internal and external stakeholders, including the ability to provide advice that influences strategic direction● Collaborative attitude with demonstrated positive and practical approach to managing and working in a team● Ability to consider and effectively manage competing priorities and strategic directions, when achieving team planning and project outcomes● Advanced interpersonal, organisational and critical thinking skills● High attention to detail to deliver quality output● Flexible approach to changing priorities and unplanned activity● Displays initiative, motivation and self confidence● Honest, competent and forward looking● Committed to continuous quality improvement● Aligned with the Vision, Values and Behaviours at Epworth
<p>Demonstrated Job Competencies Required</p>	<ul style="list-style-type: none">● Experienced in briefing and influencing executive teams, steering committees and governance groups to deliver positive outcomes● Experienced in collaborating with vendors, partners and other third-party providers● Experienced in complex client liaison

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Document Control

Date Developed:	Date Last Reviewed:	Developed and Reviewed By (Position Title):
20 June 2024	20 June 2024	Developed Colette Hynes , Deputy Communications & Engagement Officer Approved Lousie Kanis , Chief Communications & Engagement Officer

Employee Position Declaration

I have read and understand the requirements and expectations of the above Position Description. I agree that I have the physical ability to fulfil the inherent physical requirements of the position and accept my role in fulfilling the Key Accountabilities. I understand that the information and statements in this position description are intended to reflect a general overview of the responsibilities and are not to be interpreted as being all-inclusive.

Employee Signature: _____

Print Name: _____

Date: _____