Position description

Position title: Head of Marketing, Communications & Development
Employer: Jean Hailes Foundation
Incumbent: 
Location: East Melbourne
Supervisor/Manager: CEO
Date: February 2021

Background

Jean Hailes for Women’s Health is a national not-for-profit organisation dedicated to improving the knowledge of women’s health throughout the various stages of their lives, and to providing a trusted world-class health service for women.

We combine research, clinical care and practical education for women and health professionals. Our key point of difference is the translation and dissemination of research and medical evidence into easy-to-understand health information, delivered in multiple ways, to suit our audiences.

Our mission is to create a healthier future for all women.

Summary of position

The Head of Marketing, Communications & Development is a key member of the executive leadership team, helping to shape, develop and implement organisational strategy and to deliver Jean Hailes for Women’s Health strategic objectives. This role provides leadership and strategic marketing and communication expertise to ensure Jean Hailes for Women’s Health is positioned as Australia’s leading women’s health organisation.

This will include persuasively conveying the organisation’s mission to diverse groups including women and their families, stakeholder and community groups, health professionals, research groups, major donors, state and federal governments, philanthropic executives, board members and others critical to organisational awareness and prosperity.

The position also plays a key role supporting donor, philanthropy and fundraising initiatives under the direction of the CEO.
Key job requirements, responsibilities and ongoing performance indicators

The position is accountable for marketing, internal and external communications, public relations and development for Jean Hailes for Women’s Health. As a key member of the executive team, this role also holds responsibility for contributing to the development of a collaborative, accountable and values-driven culture in the organisation.

▪ Create and implement a strategic vision to grow the overall Jean Hailes for Women’s Health brand.
▪ Lead the development and implementation of brand strategy, and a communication and partnerships plan and ensure that targets are achieved.
▪ Provide high-level communications advice and support to drive high-profile media coverage, successful advocacy, and issues and reputation management.
▪ Exercise excellent communication and relationship skills to develop strategic networks at a senior level with government, partners and other key stakeholders.
▪ Provide executive leadership through the planning, implementation and management of a comprehensive women’s health program that supports delivery of key programs, including Women’s Health Week, as well as research, clinic and education activities.
▪ Establish initiatives, policies and procedures that deliver ongoing improvements in service delivery.
▪ Prepare quarterly and annual marketing and communications reports tracking ROI against agreed performance indicators and targets.
▪ Collate and analyse donor and corporate sponsor data on a regular basis to support and identify opportunities and corrective actions of significant financial impact for Jean Hailes for Women’s Health.
▪ Support and provide high-level advice to the CEO and executive team.

Statutory & policy responsibilities

N/A

People Responsibilities

TBC
Position description

Requirements of position holder

Experience

▪ Senior leadership experience, including a demonstrated record of achievement, in the
development and execution of marketing, communications and partnership strategies
including project management, preferably in community / public health / education
environment.
▪ Proven track record in successful delivery and evaluation of campaigns.
▪ Integrity, maturity and strong personal and business ethics combined with sound
judgement and a commitment to transparency and accountability.

Desirable:
▪ Experience working in a politically sensitive environment or complex organisation.
▪ Understanding of the physical and mental health for women, or broader health sector in
Australia.

Organisational knowledge

▪ Sound understanding of Jean Hailes’ current initiatives and strategic direction.

Skills

▪ Demonstrated high-level interpersonal, representation and communication skills,
including the ability to collaborate, influence and negotiate effectively at all levels and a
proven capacity to develop effective relationships with a range of stakeholders that
supports Jean Hailes’ strategic directions.
▪ Demonstrated conceptual, analytical and decision-making skills, including the ability to
develop complex plans and strategies, manage pressure and change, and to meet
regular deadlines and achieve identified outcomes.
▪ Demonstrated understanding of the contemporary use of related technology including
marketing, brand positioning, education and community programs, and development and
public engagement.
▪ Demonstrated experience in leading social marketing campaigns (community
awareness/behaviour) and/or experience with community engagement methodologies.
▪ Proven ability to lead and effectively manage the performance, output and development
of direct reports with extensive teamwork and problem-solving skills at a senior executive
level, with experience supporting a CEO, Board and relevant committees.

Communication Skills

▪ Highly refined written and verbal communication skills, with the ability to persuasively
convey the organisation’s mission to diverse groups including major donors, foundation
executives, Board members and others critical to organisational prosperity.