

Position Description

Position Title	Health Campaigns Marketing Specialist
Location	Brisbane
Team	Marketing & Communications (Development Team)
Employment Status	Full-time, 2 year fixed term contract position (01 July 2025 to 30 June 2027)
Award	Award Free
Reports to	Senior Manager – Marketing and Communications
Direct Reports	Nil
Version	May 2025

PURPOSE OF POSITION DESCRIPTION

The purpose of this position description is to document the purpose, desired candidate attributes and key responsibilities encompassed within the role. The key areas of responsibility and performance indicators are tied to performance review and career development. This document should be reviewed annually as changes in the organisation may result in the need to update the position description.

SECTION 1

OUR VISION

Lung Foundation Australia enables life-saving lung health and lung cancer research, and champions programs so that Australians with lung disease and lung cancer can live their best life.

OUR MISSION

By 2030, Lung Foundation Australia will be recognised as one of the world's most innovative and effective lung health charities and a fearless leader of lung health and lung cancer policy, programs and research.

STRATEGIC PILLARS

- Healthy lungs for all
- Australia's lung health research funding incubator
- Impactful and meaningful lung disease programs and support
- Valuing our people
- Purposeful leadership and ethical governance.

LUNG FOUNDATION AUSTRALIA VALUES

Our values are represented by **BE FAIR**

- **Bold** | be proactive and take risks that achieve our Mission.
- **Entrepreneurial** | be focused on outcomes and strive to find new ways of working, remembering we are profit-for-purpose.
- **Fair** | be equitable and work in the interests of all our stakeholders, particularly patients and their carers.
- **Agile** | be responsive and proactive to create positive change.
- **Innovative** | be inventive and find new ways of doing things that achieve our Mission.
- **Respectful** | be honest and work hard every day in every way – we are funded by the community they should expect nothing less.

OUR TEAM

Lung Foundation Australia is an award-winning for purpose organisation and national peak health and advisory body. Lung Foundation Australia aspires to be an Employer of Choice. Lung Foundation Australia is entering a period of accelerated growth consolidating three years of strong performance which saw the Foundation named Non-Government Organisation of the Year in 2020 and The Voice Projects Best Place to Work over the last three years.

Before applying we encourage you to learn more about our Mission and impact by reading our Annual Impact Report <https://lungfoundation.com.au/about/annual-reports/>

We operate from three offices: Brisbane, Sydney and Melbourne with a national footprint established by our support and research programs. We are committed to work life balance and flexibility in the workplace.

As our impact grows with increased government and community funding so does our team and our army of volunteer supporters.

SECTION 2

PURPOSE OF THIS ROLE

The Health Campaigns Marketing Specialist will work with the Senior Manager – Marketing and Communications to lead the development, implementation, and evaluation of omni-channel health promotion campaigns. The position is responsible for executing health focused campaigns across various channels, including digital, social media, email, and traditional media. This role will design and deliver various elements—including microsites, automated email journeys and creative. The ideal candidate will be a marketing generalist with experience in campaign execution, project management, marketing automation, and resource design/development. They will have a passion for

marketing that drives measurable outcomes to improve consumer health literacy and community health.

SKILLS, QUALIFICATIONS AND KEY ATTRIBUTES REQUIRED (KEY SELECTION CRITERIA)

Qualifications

Tertiary qualifications in marketing, communications or a related field.

Experience

Tertiary qualifications in marketing, communications or similar.

- Minimum five years of experience in a similar role.
- Experience executing omni-channel marketing campaigns
- Experience in a non-profit would be highly regarded

Knowledge and Skills

As the ideal candidate, your skills and attributes include:

- Proven success developing and implementing health focused marketing campaigns to drive engagement, leads, conversions and brand awareness
- Strong project management skills with demonstrated ability to manage competing priorities against strict deadlines
- Skilled in writing and producing a variety of marketing materials including web copy, email copy and advertising assets for multiple audience types across a range of platforms
- Demonstrated experience working with other departments and external agencies in the execution of health-related marketing campaigns
- Demonstrated experience making data-driven decisions that continually boost audience engagement and growth
- Excellent interpersonal skills, with the ability to build relationships across a diverse range of stakeholders, internally and externally.
- Proven ability to work autonomously and cross-functionally across teams
- Experience using the Adobe Creative Suite would be highly regarded
- Experience using marketing automation software like Ortto would be highly regarded
- Ability to travel interstate to other office locations as required.

As part of your induction process you will be required to undertake the following:

- National Police Check
- Working with Vulnerable Persons Check

KEY AREAS OF RESPONSIBILITY AND PERFORMANCE INDICATORS

The major areas of work, organised as key areas of responsibility and performance indicators, are outlined in this section.

Key Areas of Responsibility	Responsibilities
Health campaign management and delivery	<ul style="list-style-type: none"> • Manage the end-to-end delivery of Lung Foundation Australia's key health campaigns • Design and implement campaign project plans, including timelines, budget and deliverables • Develop and manage the creation of marketing campaign content, including website copy, creative assets, fact sheets, emails, traditional media and other promotional materials as needed • Work with external agencies as needed to create and manage microsite/s, digital marketing and creative assets for health campaigns. • Work with specialised agencies to build culturally sensitive campaigns and assets for specific audiences. • Support in the creation of creative assets for campaigns as needed • Coordinate with cross-departmental teams to ensure successful campaign implementation. • Signature health campaigns developed and launched on time per marketing calendar • All relevant campaign KPIs achieved • Microsite live on or before target launch date • Culturally appropriate First Nations health campaign, microsite and materials, developed on time and on budget
Marketing automation & digital engagement	<ul style="list-style-type: none"> • Review current health campaign email journeys for improvement • Work with the Marketing Automation Specialist to leverage marketing automation tools (e.g., Ortto) to segment audiences and deliver targeted health journeys and messages that achieve campaign objectives • Support the development of content for emails and automated campaigns, including fact sheet design and calls to action aligned with campaign goals • Ensure consistent messaging and user experience across all digital platforms including web, social, and email • Automated consumer email journey created and updated with relevant resources per marketing calendar • Health campaign email journey KPIs achieved

	<ul style="list-style-type: none"> • BAU emails to support lung health are distributed on time and within brand guidelines
Data analysis and reporting	<ul style="list-style-type: none"> • Collect and analyse data from various sources to assess campaign reach, engagement, and behaviour change. • Collect and analyse lung health checklist data • Regularly report on the outcomes of health campaigns and activities. • Campaign performance reports updated per activity plan • KPIs updated monthly • Relevant checklist and campaign dashboards and actionable insights shared in a timely manner
Other	<ul style="list-style-type: none"> • Liaise with external stakeholders and respond to communication enquiries • Contribute to the development of marketing related policies, procedures and forms • Ensure data integrity of contact details, communications and other relevant information on the CRM • Undertake other duties that may be assigned by the Senior Manager that are consistent with the nature of the job and its level of responsibility. • Use of the CRM where required • Contribution to the development of relevant policies and procedures
Team contribution and effectiveness	<ul style="list-style-type: none"> • Work in a consultative manner with the senior leadership team and in collaboration with broader team to achieve goals • Work synergistically within and across teams of Lung Foundation Australia. • Regular cross-organisation communication of program activity • Participation in Lung Foundation Australia events and meetings as required. • Positive contribution to team environment through the demonstration of behaviours that reflect LFA values • Compliance with LFA values, policies, procedures and statutory obligations.
Workplace Health & Safety (WHS)	<ul style="list-style-type: none"> • Ensure a safe working environment for self and others, including when working from home. • Compliance with legislative and LFA WHS Policy.

SECTION 3

REPORTING RELATIONSHIPS

This is one of several positions reporting to the Senior Manager – Marketing and Communications. They will also work closely with the Health Literacy Project Officer on health campaigns. This position provides support and advice to the rest of the organisation by working across all areas of LFA.

EXTERNAL RELATIONSHIPS

This position works with a variety of internal and external stakeholders to deliver projects and activities.

SECTION 4

PERFORMANCE APPRAISALS

Performance review and career development discussions will take place six monthly with the Senior Manager – Marketing and Communications.

SECTION 5

ACCEPTANCE OF POSITION DESCRIPTION

This position description is intended to describe the general nature of the duties performed. It is not intended to be a complete list of all responsibilities, duties and skills required of the position. Other appropriate duties may be assigned that are not listed in the position description.

My signature below indicates that I have reviewed, accepted, and received a copy of this position description.

(Employee name)

Date