

Date	March 2025
Position Title	Marketing and Public Relations Coordinator
Division	Corporate Support & Projects
Reports to	Executive Manager Corporate Support and Projects

SECTION 1

Mission, Vision and Values

Mission: To deliver the highest quality healthcare experience for patients.

Vision: To be the preferred choice for patients, doctors, and staff and to be recognised for the provision of high-quality clinical care.

Values: Bethesda Health Care is committed to the following values:

- **Teamwork** – We create an environment of unity and togetherness.
- **Respect** – We recognise and acknowledge the uniqueness and value of every individual.
- **Integrity** – We demonstrate honesty and trust.
- **Compassion** – We work to express God’s love through a caring expression of kindness, tolerance and tenderness.
- **Excellence** – We excel in all that we do so that we can promote the Mission of Bethesda Health Care.
- **Professionalism** – We have pride in the high level of care and service we offer.

Staff are expected to demonstrate these values in the way they work, live the positive behaviours described in the Bethesda Health Care Code of Conduct, and contribute to and promote the positive working culture of the organisation.

SECTION 2

Position Summary and Role Purpose

To deliver exceptional customer service while managing Bethesda Health Care’s marketing and public relations activities. This includes overseeing events, publications, communications, and digital content, as well as supporting stakeholder engagement and marketing strategy development in collaboration with the Executive Manager.

SECTION 3

Key Working Relationships

Internal	External
Chief Executive Officer (CEO)	External consultants in marketing, design, communications, and public relations (PR)
Board of Directors and relevant committees	Doctors' colleges and professional associations (e.g., RACGP, AMA)
Executive Team	Healthcare industry bodies and regulators
Management Committee members	Corporate partners, fundraising partners, event sponsors, and community groups
Volunteer Coordinator	Media representatives
Staff	Suppliers and service providers

SECTION 4 Key Responsibilities

Marketing and Public Relations

- Develop and implement a strategic marketing plan in collaboration with the Executive and CEO's office.
- Establish and manage a stakeholder engagement strategy to enhance Bethesda's external presence (e.g., boardroom lunches and seminars).
- Oversee Bethesda's publications and communications, including:
 - Writing and publishing digital content.
 - Managing the publication process, including printing coordination.
 - Producing staff newsletters and the Annual Report, liaising with designers and printers.
- Manage Bethesda's social media presence, ensuring consistent and engaging content.
- Coordinate public relations initiatives in consultation with the CEO and external PR consultants, including:
 - Proactively managing positive media stories across mainstream and industry-specific platforms.
 - Handling media enquiries, on-site visits, and responses to critical incidents.
- Support internal communications, including the VMO Newsletter and hospital-wide updates.
- Maintain and update marketing materials across all hospital departments (Surgical Services, Palliative Care, MPaCCS, Café).
- Manage marketing resources, including:
 - Maintaining branded templates and display materials.
 - Overseeing the photo library and visual assets.
 - Ensure up-to-date content across Bethesda's website and intranet.

Events Management

- Develop and manage the annual event calendar.
- Organise key hospital events, including:
 - Annual Celebration Day and International Nurses Day.
 - Staff Christmas functions and gift distribution.
 - Fundraising events and ad hoc hospital functions.
- GP Education Program, including event planning, sponsorship, and RACGP accreditation.
- Coordinate GP events in collaboration with surgeons, securing sponsorship and managing invitations.

Bethesda Foundation

- Assist in developing the Foundation's strategic plan.
- Increase community awareness and donor engagement, including a Bequest Program.
- Oversee marketing materials, fundraising campaigns, and recognition strategies for donors.

SECTION 5

Health, Safety and the Environment

- Lead by example in fostering a positive safety culture at Bethesda Health Care.
- Adhere to all Bethesda Health Care policies, procedures, and standard operating guidelines related to Work Health and Safety (WHS).
- Immediately report any incidents or hazards.
- Use all required safety measures, protective devices, and personal protective equipment.
- Complete all mandatory WHS training and education.
- Promote all staff well-being through respectful communication and interactions.
- Actively participate in WHS consultative processes.
- Uphold Bethesda Health Care's commitment to environmental stewardship by integrating sustainable practices into all duties.

SECTION 6

Governance Quality and Risk

- Read and abide by the safety and quality responsibilities relevant to your role as outlined in the Clinical Governance Policy/Framework.
- Abide by Bethesda Health Care's Code of Conduct, Work Health and Safety legislation, *Equal Opportunity Act*, and *Disability Services Act*.
- Promote a culture that supports safety and quality by engaging with clinical performance and safety processes at the unit level.
- Record initiatives and issues in our Clinical Governance System.
- Encourage and support clinicians to speak up for safety.
- Complete all mandatory training, engage in development reviews, and contribute to the growth and success of others.

SECTION 7

Partnering with the Consumer

Acknowledge and involve patients in their care, address clinical and non-clinical inquiries, provide appropriate assistance, and promote the use of formal feedback systems.

SECTION 8 Selection Criteria

Essential

- Commitment to upholding and integrating the values of Bethesda Health Care.
- Bachelor's degree in marketing, Public Relations, Communications, or a related field.
- Proven experience in marketing, event management, and stakeholder engagement.
- Exceptional written and verbal communication skills, with strong attention to detail.
- Excellent organisation, time management, and ability to adapt to business needs.
- Proficiency in Microsoft Office Suite (Word, Excel, PowerPoint) and database management.
- A customer-focused mindset, committed to enhancing patient and client experiences.
- Ability to work both independently and collaboratively in a team environment.

Desirable

- Experience working in a private hospital or health organisation.
- Background in healthcare marketing or not-for-profit sector.
- Graphic design and content creation skills.
- Certification in Digital Marketing or Social Media Management.

SECTION 9 Acceptance of Position Description

Employee

Date