

POSITION DESCRIPTION



Echuca Regional Health

Connecting the Docs Marketing and Engagement Coordinator

A Comprehensive Workforce Solution for your Regional Healthcare Services

PURPOSE OF THE ROLE

The Marketing and Engagement Coordinator supports Connecting the Docs' mission to improve access to quality healthcare in regional and rural communities by delivering targeted domestic and international recruitment campaigns and coordinating key engagement events.

The role works across the Connecting the Docs' program team to plan and deliver program events, support representation at stakeholder engagements and produce tailored marketing, digital and website content that promotes partner health services, regional communities and the program.

Position Details	
Position Title:	Marketing and Engagement Coordinator
Department	Connecting the Docs – Medical Division
Reports to:	Connecting the Docs Program Director
Positions Reporting to this role:	Nil
FTE:	0.4 (onsite and remote work available) Option of up to 1.0 FTE (Combined 0.6 Project Officer – Health Workforce Programs) Max Term 30 June 2027 with possibility of extension
Budget:	NA
Enterprise Agreement:	Health & Allied, Managers & Administrative Workers Enterprise Agreement
Position Classification:	HS3-4
Position Description last reviewed:	March 2026

Key Accountabilities
Marketing and Campaign Delivery The Marketing and Engagement Coordinator plans, produces and delivers targeted marketing content and recruitment campaigns aimed at attracting medical professionals and specialist to regional and rural opportunities. This includes developing messaging, designing materials, coordinating digital communications and ensuring brand consistency across all content.
Digital and Website Content Production The role designs and produces bespoke digital and website content to showcase partner health services, training opportunities and regional communities. It supports website content maintenance and contributes to digital engagement strategies to enhance the program visibility and reach.
Event Coordination The Coordinator plans and delivers program events, including local health professional networking events, stakeholder briefings and community engagement activities. The role supports logistics, scheduling, materials preparation and on-the-day coordination to ensure successful delivery.
Stakeholder Engagement Support The role supports program representation at stakeholder events, including conferences, job fairs and recruitment events. It assists with event setup, collateral preparation including the development of regular program newsletters and updates, engagement activities and follow-up communications to strengthen partner representation.
Program Collaboration and Support The Marketing and Engagement Coordinator works collaboratively with internal teams to align marketing, event and recruitment activities with program priorities. The role contributes to team

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planning, provides general administrative support for engagement activities, and assists with reporting and insights to support continuous improvement.

Organisational Responsibilities

- Positively promote Connecting the Docs (CTD) within and externally to the organisation
- Comply with ERH and Victorian Public Sector Code (VPS) of Conduct
- Comply and promote practices with all ERH policies and procedures and familiarise themselves with those relevant to their position
- Comply with relevant registration bodies mandatory continuing professional development requirements
- Carry out all work and interactions in alignment with the CTD values
- Report all incidents and near misses as soon as possible after the event
- Participate in risk management activities and assist with identification and control of risks within their department or area of work
- Actively support compliance with the National Safety & Quality Health Service Standards and other professional standards and relevant regulatory requirements
- Backfill the CTD Team for periods of leave and absenteeism





Connecting the Docs Values

All staff are expected to behave in a way that is in alignment with our corporate values:

Courage	We are bold in our actions, unafraid to tackle complex challenges and pursue innovative solutions in a changing healthcare landscape
Teamwork	We believe in the power of working as one – with shared goals, mutual respect and a collaborative spirit to achieve the best outcomes for all
Dependable	We are reliable in our execution, ensuring that our promises are kept and our initiatives are delivered on time and to the highest standard

ERH CARE Values

All staff are expected to behave in a way that is in alignment with our corporate values:

Collaboration 	Works with a team focus Cooperates with others and gains input and support to assist in achieving objectives We work with others to achieve shared goals
Accountability 	Monitors the impact of one's own behaviour on others Supports a "no-blame" culture in reporting incidents and helping to effectively resolve them
Respect 	Treats people fairly and openly Treats people with dignity Demonstrates personal standards of consistency, tolerance and patience
Excellence 	Consistently supports and follows organisational policies and procedures Actively participates in identifying opportunities to improve what we do

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Key Relationships	
Internal	External
Connecting the Docs Program Director	Regional Health Services (current and new)
Connecting the Docs Program Team	Colleges and Accreditation Bodies
Connecting the Docs Steering Committee	Education and Training Providers
Echuca Regional Health support functions	Government and Sector Stakeholders
	Community and Regional Partners
	Domestic and International Recruitment Partners
	Conference and Event Organisers

Selection Criteria
Essential:
<ul style="list-style-type: none">• Passion for people, purpose, and partnership.• Resilience, empathy, and drive – you love fast-paced meaningful work.• Experience in marketing, communications, events, or engagement roles.• Strong writing, content production and digital communication skills.• Ability to coordinate events and manage multiple tasks and deadlines.• Strong stakeholder engagement and interpersonal skills.• Proficiency in digital tools, social media platforms and basic graphic design software (e.g. Canva, Adobe tools or similar).• Strong organizational skills with attention to detail.
Desirable:
<ul style="list-style-type: none">• Experience in the health, community services, education or government sectors.• Knowledge of recruitment marketing, workforce programs or regional health contexts.• Experience supporting domestic and international recruitment campaigns.

TERMS & CONDITIONS OF EMPLOYMENT:

Terms and conditions are in accordance with the Letter of Offer / Engagement and/or Contract of Employment.

I acknowledge that I have received a copy of this position description. I have read (or have had read to me) and understand the requirements of this position. I agree to work in accordance with this position description.

I understand that Echuca Regional Health (ERH) is the fund holder for Connecting the Docs, and I will be directly or indirectly engaged with this Health Service for my engagement (be it through an agency or directly).

Signed: _____ Date: / /

Print Name: _____

cc: Employee File