



Head of Marketing

Are you an ambitious marketing professional ready to take the next step in your career? Do you want to join a fast-paced, rapidly-growing business and make a difference?

About Kinela

Kinela is a healthcare company that empowers people with disability and older Australians to take control of their health and wellbeing. We help our customers to achieve their health goals by providing personalised health programs, home-delivered nutritious meals, and allied health services including dietetics, speech pathology and occupational therapy.

Kinela is a registered provider in the National Disability Insurance Scheme (NDIS) and is currently supporting more than 2,000 people in five states and territories across Australia.

As a Certified B Corporation, Kinela is a profit-for-purpose company that makes social responsibility our business. We believe that better health belongs to everyone and we're on a mission to radically change healthcare for the people that need it most.

The role

We're looking for a passionate and experienced senior marketer who can develop and deliver the marketing plan, and build the marketing team. This role works closely with other business units to drive customer acquisition, engagement and retention strategies, as well as all brand and tactical communications including content development. Kinela has recently re-branded (from Hit 100) and we are looking for someone that can leverage the new brand momentum to take the business to the next level.

Job responsibilities

- Define, manage and execute the Kinela marketing and communications strategy to support the business goals (geographical expansion of the B2C business, Aged Care market entry and B2B partnership development)
- Work alongside the CEO to lead the full rollout of our re-brand
- Lead the development and implementation of automated customer acquisition, engagement and retention communications
- Identify new marketing opportunities and channels to invest and grow our business
- Manage, mentor and drive a growing team
- Work closely with external agencies to develop content across all performance marketing channels
- Manage financial budgets and be heavily involved in strategic planning
- Work collaboratively with the leadership team and the CEO



Key selection criteria

Kinela is looking for an entrepreneurial, motivated and operationally capable leader, with the following skills and experience:

- Relevant university degree
- 5+ years relevant marketing experience (high growth)
- Excellent communicator and creative thinker, with the ability to use data to inform decisions
- Experience of successfully leading a team
- Financial competency in forecasting, managing and reporting on budgets
- Strong analytical skills and understanding of performance marketing and automation software
- High level of flexibility and a positive approach to the challenging demands of a high-growth startup (previous experience working in a startup or high-growth business is key).
- Works methodically and demonstrates respect for process adherence, whilst continuously seeking opportunities to improve the status quo.
- Works to an extremely high level of attention to detail and demonstrates a passion for excellence.
- Commitment to the brand's values; courage, empathy, integrity, ambition and generosity.

The Head of Marketing has an exciting leadership role to play at an exciting time in the company's life cycle - there is strong growth momentum and there are a number of exciting initiatives underway including the recent re-brand. There is considerable room for this role to grow and expand in scope and responsibility in a fast-paced high-growth environment.

Apply Now

All applications will be considered in professional confidence.

To register your interest, please apply to **Karn Ghosh, CEO** via email: karn@kinela.com