



Digital Marketing Coordinator | Kinela

Are you a driven and experienced Digital Marketer searching for a role that combines passion and purpose? If you are motivated like us to make a difference in people's lives, then Kinela could be the place for you.

About Kinela

Kinela is a healthcare company that empowers people living 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 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 strategic, results-driven Digital Marketer to join our expanding marketing team to support the organisation through rapid growth, and launch into new markets.

Job Responsibilities

Reporting into the Head of Marketing you will be responsible for:

- Manage digital marketing initiatives across paid, owned and earned channels
- Contributing to strategic digital marketing planning and delivering on key outputs from the annual marketing plan
- Managing the media agency including briefing, running and reporting on tactical and brand campaigns
- SEO development and content creation
- SEM management and optimisation
- Website ownership, testing, optimisation and UX, including ability to implement ad hoc product and service updates, and ecommerce management for product launches

**Better health
belongs to everyone.**



- Website lead optimisation to drive conversions and creation of campaign landing pages
- Develop email campaigns to drive awareness, activation and retention
- Development of digital and social marketing assets
- A/B testing across campaigns and customer databases
- Social media management Content creation including social media, blogs, eDM and web copy
- Benchmarking and improving engagement rates
- Offering insights and recommendations on channel performance, growth areas and customer nurture and retention strategies
- Keeping up to date on digital marketing trends and presenting new ideas to team

Key Selection Criteria

- Qualification in marketing or communications
- Ability to summarise large sets of data, track campaigns and make recommendations
- Wordpress and Campaign Monitor or similar platform experience essential. Experience working with Salesforce would be favourable
- Adept at working autonomously and as part of a high performing team
- Knowledge of the National Disability Insurance Scheme and Aged Care is advantageous
- Understanding of media buying and integrated channel planning
- Skillful communicator with high emotional intelligence
- Ability to positively influence cross-functional teams, internal and external stakeholders and agencies
- Commitment to the brand values: generosity, empathy, integrity, courage and ambition.

All applications will be considered in strictest confidence.

To register your interest, please apply to Kate Jenkins via email kate.jenkins@kinela.com

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