



Marketing & Communications Coordinator

Are you a driven and ambitious 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.

Job Responsibilities

- Reporting into the Head of Marketing you will be responsible for:
- Customer communications including email campaigns, email newsletters and text messages
- Social media content development and community engagement for Facebook, LinkedIn and other social platforms in the future.
- Copywriting for print and online marketing including; brochures, blogs, social media posts, online advertising, website pages and video storyboard scripts
- Brand custodianship to ensure the brand tone of voice and design is implemented correctly across all B2C and B2B communications
- Execution of online and offline marketing campaigns according to overarching marketing strategy
- Effectively managing external agency relationships to deliver successful campaigns on time and on budget
- Website updates on WordPress including creating new landing pages for campaigns, uploading blog posts and monitoring Google Analytics to track performance.

**Better health
belongs to everyone.**



Key Selection Criteria

- Qualification in marketing and communications, or experience working in marketing communications or public relations
- Excellent copywriting and proof-reading skills
- Experience with updating WordPress websites
- Adept at working autonomously and as part of a fast-paced team
- Knowledge of the National Disability Insurance Scheme and Aged Care is advantageous
- Experience marketing to B2C and B2B audience segments is advantageous
- Skillful communicator with high emotional intelligence
- Creative with the ability to think outside the box when approaching challenges and new ideas
- 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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