

# Position Description

Position Title	Student Recruitment & Engagement Lead (internally known as Regional Campaign Lead)	Reporting to	National Marketing Manager, GP Training
Business Unit	Member Experience	Direct Reports	
Classification	Level E	Date	March 2023

## Our Organisation

The Royal Australian College of General Practitioners (RACGP) is the voice of General Practitioners (GPs) in our growing cities and throughout rural and remote Australia. For more than 60 years, we've supported the backbone of Australia's health system by setting the standards for education and practice and advocating for better health and wellbeing for all Australians.

We cultivate a stronger profession by helping the GPs of today and tomorrow continue their professional development throughout their careers, from medical students and GPs in training to experienced GPs. We develop resources and guidelines to support GPs in providing their patients with world-class healthcare and help with the unique issues that affect their practices. We're a point of connection for GPs serving communities in every corner of the country.

Australia's GPs see more than two million patients each week, and support Australians through every stage of life. The scope of general practice is unmatched among medical professionals, so the RACGP supports members to be involved in all areas of care, including aged care, mental health, preventative care and Aboriginal and Torres Strait Islander Health.

Patient-centred care is at the heart of every Australian general practice and at the heart of everything we do.

## Our Values

RACGP Employees are expected to uphold our workplace values:



**Progressive leadership** Forward thinking and proactive leaders who lead by example and empower employees to create and drive innovation



**Quality** Honouring our Organisational Vision and Mission Statement by constantly striving for excellence in service delivery and advancement in the field



**Ethics** Committed to acting with morality, integrity and transparency in serving the best interests of all stakeholders



**Professionalism** Dedicated professionals who respect and collaborate with others and are fully accountable for their actions.

## Your Team

The RACGP delivers the Profession-Led, Community-Based Training Program (PLT) which is the specialist training program to train medical doctors in general practice as a key component of the Department of Health's Australian General Practice Training (AGPT) Program.

The Marketing and Commercial department is part of the Member Engagement business unit. Member Engagement exists to connect our members to the RACGP and each other through relevant and timely communication, personalised products, and services that support our members and their profession.

The Marketing and Commercial department is:

- Responsible for AGPT marketing and campaign, the strategic marketing and lifecycle management of RACGP's products and services, commercial partnership revenue generation and industry engagement via events and conferences;
- Act as an internal service to the business through the provision of creative, business development, event delivery and product management expertise; and
- Make an important contribution to the revenue of the organisation while staying true to the values and brand of the organisation.

The Regional Campaign Lead will have strong links with the GP Training Business Unit. The GP Training Business Unit is a growing team, in the process of defining, planning, and implementing organisational transformation to integrate AGPT training services.

## Your Role

The Regional Campaign Lead will deliver local marketing and engagement activities for the RACGP GP training programs, in alignment with national marketing plans. Reporting to the National GP Training Marketing Manager, you will be viewed as a subject matter expert of the GP training program and be able to successfully and effectively project-manage the relationship building, marketing and engagement of all GP training activities in your region. In consultation and collaboration with key regional internal team members, you will articulate and plan for GP training regional campaign activity, plus support the national team with other strategic and operational activities. Engagement with the local teams to best understand GP training in context is essential.

## Key Responsibilities

- Strong focus on developing and nurturing leads and fostering relationships of regional stakeholders and applicants, including:
  - developing and managing relationships with RACGP regional clinical training leads, regional managers, fellowship pathway managers, and faculty managers
  - building relationships with hospitals, clinical schools, universities and other relevant stakeholders
  - developing regional relationships where applicants are nurtured through to application
- Develop and maintain a leads database or similar
- Project manage all marketing and engagement activities for the RACGP GP training programs regionally, including rolling-out campaigns at a regional level where appropriate
- Plan, implement and review all GP training marketing and engagement activities for the region ensuring they align with national campaigns
- Review and develop regional campaign key messages where appropriate
- Develop the engagement schedule and identify relevant stakeholders
- Manage regional GP training promotional events including the webinar series, participating and providing support to key RACGP staff on presentation and speaking needs as required
- Provide regular updates and reports as requested
- Working with the marketing & commercial team to manage marketing merchandise and collateral within budget
- Aligning with National Campaign activity, as required, plan requirements for local delivery of annual campaign elements
- Comply with all relevant workplace policies and procedures.
- Other duties as required.

## Qualifications and Experience

### Essential

- Highly developed stakeholder relationship building skills
- Highly developed marketing communications skills including exceptional writing skills
- Experience in planning and execution of marketing communications campaigns
- Project management experience
- Experience in RTO AGPT marketing communications including hands-on experience in using a broad range of tactics
- The ability to manage competing demands, work well under pressure and meet deadlines
- Strong attention to detail
- Demonstrates initiative, creativity and drive
- A positive, can-do attitude
- Proficiency in Microsoft Office, Zoom webinar, engagement, and presentation tools such as Mentimeter

### Highly Desirable

- A relevant tertiary qualification in communications or marketing
- Train the trainer certification or similar qualifications or skills
- Interactive and effective presentation skills

## Your Relationships

Your role requires interaction with internal and external stakeholders including:

### Internal:

- GP Training business unit
- Regional and National Faculty managers and staff
- Selection, Eligibility and Data Teams
- Member Operations department
- Marketing & Commercial department
- Member and External Communications department

### External:

- RTOs
- ACRRM
- Department of Health
- GP training-related organisations
- Universities, hospitals and clinical schools
- Prospective GPs in Training