Position Description

Manager, Marketing & Community Health Initiatives

Vision	Better futures for WA women
Purpose	To provide excellent connected health and support services to women across their life cycles
About us	Luma is a not-for-profit organisation dedicated to enhancing the health and wellbeing of Western Australian women since 1977. From our humble beginnings as a small medical and counselling clinic for women in the 70's, we have evolved into a comprehensive, integrated, go-to-place for women of all ages, stages, cultures, and identities. Located throughout the Perth metropolitan area, Luma offers an extensive range of medical, nursing care, allied health, mental health & counselling, Family & Domestic Violence (FDV), and health promotion services. Luma welcomes women from all walks of life and prioritises those who are at higher risk of ill health including women who have a disability, carers, women from CaLD backgrounds, Aboriginal women, Family & Domestic Violence victim-survivors, and those who are socially and economically disadvantaged
Values:	Respect Integrity Diversity & Inclusion Innovation

Position Details

Position title	Manager, Marketing & Community Health Initiatives
Classification	Award Free
Base Location	Northbridge
Status	Part-time
Service Area	Health Services & Business Development
Reports to	General Manager Health Services & Business Development
Managed Staff	Health Promotion & Marketing Team
Position Purpose	The Manager, Marketing & Community Health Initiatives leads Luma's Health Promotion and Marketing Team, delivering integrated marketing, health promotion and engagement strategies that grows Luma's profile and improve access to services. This role identifies needs, develops targeted campaigns and programs, fosters strategic partnerships, and positions Luma as a recognised voice in women's health. By combining marketing expertise with health promotion principles, the Manager supports women across the State to make informed decisions about their health and wellbeing.

Date created 15/09/2026
Date reviewed 15/09/2026

Key responsibilities for the role

- Provide leadership, coaching and performance management to the Health Promotion and Marketing Team, including Leads, fostering a culture of collaboration, innovation, accountability and continuous improvement.
- Partner with the General Manager and Leads to plan, deliver and evaluate health promotion programs, community initiatives and marketing campaigns that achieve organisational objectives and maximise community impact.
- Develop and implement integrated marketing, communications, digital engagement and community outreach strategies that increase awareness of Luma's services and support positive health outcomes.
- Act as custodian of the Luma brand, ensuring consistent and effective application of brand standards across all communications, channels, services and locations.
- Oversee Luma's digital and communications platforms, including website, social media, email marketing and customer engagement channels, ensuring content remains current, accessible and aligned with organisational priorities.
- Lead the development, delivery and evaluation of evidence-informed health promotion, education and awareness initiatives that are consumer-centred, culturally responsive and informed by community need.
- Manage media, public relations and stakeholder communications, including supporting executive messaging, media engagement and issue management.
- Build and maintain strategic partnerships with community organisations, health providers, government agencies, funders and other stakeholders to strengthen collaboration and identify new opportunities aligned with Luma's strategic direction.
- Contribute to organisational planning, advocacy, service development and business growth by identifying emerging community needs and promoting preventative health initiatives.
- Manage marketing and health promotion budgets, monitor performance against key indicators, and ensure reporting requirements are met accurately and within agreed timeframes. Collaborate across the organisation to support community, organisational and fundraising events, and develop associated promotional and engagement activities.
- Use data, consumer feedback and evaluation outcomes to inform continuous improvement, demonstrate impact and support evidence-based decision-making.

Leadership/Communication

- Support the philosophy of Luma.
- Adhere to the policies and procedures of Luma.
- Participate in the relevant multidisciplinary team meetings as required.
- Participate in development opportunities including attending sector networking, further training and professional development events when required.
- Work collaboratively within the team and with Luma multidisciplinary staff and Management.
- Communicate complex health and marketing information clearly and accurately to diverse audiences, including staff, consumers, community groups, funders and media.

Safety & Quality Improvement

- Remain up-to-date of industry trends and best practice.
- Act legally and ethically within the guidelines of Luma and own professional body as relevant.
- Document quality assurance activities with internal reporting and audits.
- Identify training needs.

Organisational Responsibility

- Communicate and act in ways that are consistent with the organisation's purpose and values.
- Support and promote the work of the organisation, maintaining a positive image of the organisation in accordance with the level of the position.
- Comply with the organisation's policies, code of conduct, procedures and practices, external funding body requirements and legislation.
- Apply and uphold the principles of a respectful, inclusive, and diverse workplace, free from discrimination, harassment or bullying.
- Adhere to organisational Work, Health and Safety (WHS) requirement.

Key Performance Indicators

- **Health Promotion & Community Engagement:** Achieve agreed annual participation targets for health promotion programs, community events, workshops and campaigns.
- **Marketing Performance:** In collaboration with the Brand & Marketing Lead, achieve agreed annual awareness, reach and engagement targets across website, social media, email marketing and community engagement channels.
- **Health Promotion Outcomes:** In collaboration with the Health Promotion Lead, deliver evidence-based initiatives that demonstrate measurable improvements in community reach, health literacy, preventative health awareness and consumer engagement.
- **Contract Management & Compliance:** 100% of contractual, funding body and organisational reports submitted accurately and within required timeframes, demonstrating achievement of agreed deliverables and outcomes.
- **Service Growth & Community Impact:** Support agreed targets for service utilisation, referrals and community impact through effective marketing, promotion and community engagement initiatives.
- **Brand Management:** Ensure consistent application of the Luma brand across all external communications, channels and locations, with brand guidelines maintained and accessible to staff.

The KPIs are read in conjunction with this Position Description and are reviewed annually with the reporting manager.

Selection Criteria

- Tertiary qualifications in Marketing, Communications, Public Health, Health Promotion, Business, Community Development or a related discipline.
- Demonstrated experience in a leadership or management role, with the ability to lead, motivate, support and develop multidisciplinary teams to achieve organisational objectives.
- Proven experience developing and implementing strategic marketing, communications and engagement initiatives that enhance brand awareness, increase service utilisation and achieve measurable outcomes.
- Demonstrated experience developing, maintaining and applying brand guidelines, and providing brand advice and quality control across an organisation.
- Proven ability to establish and maintain effective relationships with consumers, community organisations, healthcare providers, government agencies, funding bodies and other key stakeholders.
- Demonstrated experience managing multiple projects, campaigns and events simultaneously, including planning, implementation, evaluation, budget management and reporting.

- Exceptional written and verbal communication skills, including the ability to prepare reports, funding submissions, presentations, marketing content and stakeholder communications.
- Highly developed organisational skills with the ability to manage competing priorities, meet deadlines and deliver high-quality outcomes in a fast-paced environment.
- Advanced computer skills to operate platforms relevant to the role and Office 365 programmes.
- National Police Clearance.

Desirable:

- Experience working within the primary health care, women's health, not-for-profit or community services sectors.
- Knowledge of contemporary health promotion frameworks, behaviour change methodologies and community development principles.
- Understanding of digital marketing, social media strategy, customer engagement platforms and analytics tools.
- Experience managing government-funded programs and meeting contractual performance and reporting requirements.
- Experience managing media enquiries, public relations and issues or crisis communications.

Our organisation is committed to protecting children and young people from harm. We require all applicants to undergo an extensive screening process prior to appointment.

Our values drive our culture and performance through a strong focus on upholding the organisation's vision and purpose. We celebrate and respect people's differences and commit to providing an inclusive work environment. Applicants from Aboriginal, CaLD communities, disabilities, and LGBTQIA+ backgrounds are encouraged to apply.

Acceptance

I have read and understand the content of this Position Description.

Employee Signature: Date:

Reporting Supervisor Signature: Date: