

Position Description

Title: Digital Marketing Coordinator
Location: Wellington
Reports to: Marketing Manager
Direct reports: No

About Habit Health

Our purpose is to support people in their community to optimise health and live their best life. We support people on mental and physical health journeys, helping them restore function, grow stronger, re-establish, and grow social, whanau and/or spiritual connections, be safe at work, gain independence and learn how to manage their pain.

We pride ourselves on being the best option in New Zealand for organisations looking for integrated health services at scale.



Position Purpose

The purpose of this position is to help deliver and support Habit Health's digital presence. The primary responsibilities of this role include delivering Habit Health's SEO efforts in collaboration with our agency and delivering various HubSpot campaigns to our corporate clientele. Additionally, the role is responsible for maintaining a portfolio of websites, social media and EDM creation. This highly collaborative position is responsible for maintaining an active presence of Habit Health online through an integrated online experience with a focus on our corporate audience.

This position description is not intended to be complete or limiting – the role will require a proactive and flexible approach to manage tasks that support a rapid and innovative environment.

Key Accountabilities

Digital Marketing

- Optimise search engine optimisation (SEO) across our websites and work with our external agency to implement SEO through a range of strategies.
- Create and curate engaging content for websites, social media platforms and EDMs. There will be a specific focus on our corporate market and the use of Hubspot to deliver messaging, including cross-sell/upsell content and workflows.
- Assist in developing and executing digital marketing campaigns across various platforms, including social media, email marketing, and paid digital advertising.
- Monitor and analyse campaign performance using tools such as Google Analytics and provide actionable insights to optimise results.
- Support the maintenance and updating of our websites, ensuring content is accurate, relevant, and optimised for search engines.

- Collaborate with the wider team to produce high-quality marketing materials that align with our branding and objectives.
- Provide regular reports on campaign performance and key metrics where required.

Brand Awareness

- Ensure the Habit Health brand and its sub-brands are represented accurately and clearly in all marketing material and brand guidelines are consistently upheld.

Collaboration

- Work with the whole marketing team to ensure seamless delivery of projects, based on the overall marketing strategy.
- Work with wider areas of the business to deliver marketing initiatives, with a primary focus on our corporate business including occupational health and EAP Services.

General Accountabilities

- Undertake any other duties at the request of the manager, which are commensurate with the role including project work and absence cover.
- Ensure that services are delivered in line with Habit Health values, standards, and other guidelines and contractual requirements.
- Understand and apply the principles of the Te Tiriti o Waitangi • Adhere to the policies and procedures.
- Adhere to the Delegation Authority Framework, and Limitation of Authorities (if any) Framework.
- Undertake training as relevant to your position.
- Participate in surveys and audits as necessary in order to enable the Company to meet its statutory requirements.
- Manage key working relationships (internal and external).
- Adhere to the professional standards of the relevant statutory body if applicable.

Key Performance Indicators

Deliverables

- BAU – Consistently deliver accountabilities as outlined in this position description.
- Objectives – Discussed, confirmed, and documented as part of the annual performance review cycle.
This may include:
 - Metrics
 - Projects
 - Process improvement initiatives
 - Other stretch objectives

Core Behavioural Competencies

Please refer to SharePoint for the full descriptors.

Customer focus*  Act with the customer in mind and ensuring the customer is at the centre of everything you do.	Motivation to achieve  Be action-oriented and respond positively to challenges and opportunities.	Teamwork  Work together constructively and put the team ahead of individual success.	Leadership**  Provide clear direction and build commitment within the team to achieve Habit Health objectives.
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*Customer is encompassing of all customer groups eg. Internal teams, clients, stakeholders etc.

**Only applies to people managers and roles on pathway to leadership.

Culture

Exemplify our vision, purpose, and values in everything that you do.

Health and Safety

Habit Health are committed to providing a safe and healthy working environment for all staff, including contractors.

You are responsible for:

- taking reasonable care of your own and other's health and safety and being mindful of the effect of your actions (or lack of action) on the health and safety of others.
- actively maintain up to date knowledge of health and safety procedures available on SharePoint and complying with reasonable instructions, policies and procedures to ensure Habit Health are able to comply with the Health and Safety at Work Act 2015 and relevant regulations.
- identifying and reporting hazards, risks, injuries, illness and incidents (including near misses) that arise from your work or in the workplace and eliminating or mitigating health and safety risks so far as reasonably practicable and consulting with others in doing so eg. manager or health and safety representative (or other contact as appropriate).

Qualifications, Knowledge, Skills and Experience

- Degree or relevant qualification in marketing, communications or a relevant field is preferred.
- 1-2 years of experience in an SEO or digital marketing role, experience in the health sector or working in B2B is a plus.
- Good understanding of search engine marketing (SEM) and search engine optimisation (SEO), including best practice and the role AI is taking in search with proven results in this area.
- Strong writing skills, with the ability to craft audience-focused copy for multiple channels and effectively use AI to enhance the process.
- Familiarity with content management systems, CRM and digital marketing tools (e.g. WordPress, Monday.com, Hootsuite, HubSpot). Knowledge of Hubspot or CRM automations would be a real advantage.
- Experience with web analytics tools (e.g. Google Analytics), to accurately report and make data-driven decisions.
- Commitment to working collaboratively with others in the team.