

Position Description

Position title:	Senior Marketing Co-ordinator	Date:	July 2026
Reports to:	Head of Partnerships	Department:	
Number of reports:	Direct: 0 Total (include indirect): 0	Location:	Active+ National Support Office
Delegated financial authority:	No	Budget ownership:	No
Level of influence:	Leading others		

Our Organisation

Founded in 1990, Active+ is New Zealand's largest 100% New Zealand owned interdisciplinary rehabilitation supplier. Our vision is to be the leading brand of integrated interdisciplinary health clinicians that strive to achieve a seamless, quality orientated, interdisciplinary experience for our clients which enables them to meet their full potential. In 2024, Active+ became wholly owned by Southern Cross Healthcare Limited; the largest and most trusted private healthcare provider in New Zealand.

A successful business is the result of teamwork and people working together in a spirit of partnership. Active+ is committed to promoting harmony and ensuring that consultation and co-operation are the basis for sound relationships with its employees.

Active+ is committed to its employees in the context of an employment relationship that is mutually beneficial.

Vision

Our vision is to be the leading brand of integrated interdisciplinary health clinicians, and we strive to achieve this through our commitment to provide a seamless, quality oriented, interdisciplinary experience for our clients which enables them to meet their potential.

Our Values

Care First: Care is at our heart. It's the foundation of who we are and how we approach our mahi. Through genuine manaakitanga, we deliver a quality of care that makes healthcare more human.

Better Together: Our strength comes from connection and collaboration – we bring together our diverse skills, perspectives, and experiences in the spirit of partnership and kotahitanga. We all play our part creating better outcomes for everyone.

Pursue Excellence: Every day brings a new opportunity to improve, innovate, and excel. We don't settle for 'good enough'. We're here to do our best work, delivering our best care for the people and communities we serve.

Role Purpose

The Marketing Coordinator plays an important role in bringing the Active+ brand and marketing strategy to life. Working closely with the Head of Partnerships, Southern Cross Healthcare's Brand and Marketing team, and external marketing partners, this role is responsible for coordinating and delivering marketing initiatives that strengthen brand awareness, support business growth, and engage key audiences.

This position manages the day-to-day execution of marketing activities across digital channels, events, sponsorships, communications and brand governance. The Marketing Coordinator ensures all marketing collateral aligns with brand standards, organisational objectives and delivers a consistent experience for clients, providers and stakeholders.

Key Relationships

Internal

- Head of Partnerships
- Executive staff
- Active+ Provider Network
- National Support Office teams
- Southern Cross Healthcare Brand and Marketing Team
- Other Active+ staff

External

- Marketing and creative agencies
- Graphic designers
- Digital marketing providers
- Website providers
- Event and sponsorship partners
- External suppliers and stakeholders

Accountabilities

The Senior Marketing Co-ordinator is accountable for the below areas on specified services.

Accountability	Key tasks	Performance Measure
Marketing Strategy Implementation	• Coordinate and deliver the Active+ marketing strategy and annual marketing plan. Ensure marketing activity aligns with business priorities and supports organisational objectives.	• Marketing initiatives are delivered on time and support strategic objectives.
Marketing Communications & Content	• Develop, edit and coordinate high-quality marketing collateral across print and digital channels. Brief work to designers and ensure messaging is appropriate for different audiences.	• Marketing collateral is accurate, engaging, on-brand and delivered within agreed timeframes.
Brand Management	• Maintain brand consistency across all communications and marketing materials. Review and approve use of Active+ branding and co-branded collateral.	• Brand standards are consistently maintained across all marketing outputs.
Digital Marketing	• Coordinate digital marketing activity including website updates, blogs, SEO initiatives, Google Ads and social media campaigns. Manage relationships with external digital agencies.	• Digital marketing activities are delivered effectively, website content remains current, and campaigns support business objectives.

Social Media	Coordinate and manage Active+'s LinkedIn and Facebook presence through engaging content, campaigns and regular communication.	Social media activity is consistent, professional and aligned with the marketing strategy.
Events & Sponsorship	Coordinate the planning and delivery of conferences, sponsorships and events, including logistics, collateral, stakeholder engagement and promotional materials. Review sponsorship opportunities and provide recommendations.	Events are successfully delivered and achieve agreed objectives within budget.
Stakeholder Communications	Coordinate quarterly provider newsletters and support internal and external communications initiatives. Maintain effective relationships with Southern Cross Healthcare and other key stakeholders.	Communications are delivered accurately, professionally and on schedule.
Agency Management	Coordinate external agencies and suppliers including creative, digital and marketing providers. Monitor deliverables and ensure quality outcomes.	Agencies deliver work to agreed quality, timelines and brand expectations.
Marketing Budget Support	Assist with budget reconciliation and monitor marketing expenditure.	Marketing expenditure is accurately tracked and reconciled.
Project Support	Provide marketing advice and support across organisational projects where marketing expertise is required.	Marketing support contributes positively to project outcomes.
Health, Safety and Wellbeing - All employees are responsible for complying with health and safety policies and procedures. - You are responsible for your own health and safety while at work and ensuring that your actions or inactions do not put others at risk. - Identify, report and self-manage hazards where appropriate. - Ensure that you complete early and accurate reporting of incidents at work. - Participate and co-operate for shared health and safety responsibilities - Actively participate where improvements to health and safety at SCHL can be made		

Commitment to the principles of Te Tiriti o Waitangi

- Demonstrate awareness and understanding of Te Tiriti o Waitangi obligations through manaakitanga (respect) and kawa whakaruruhau (cultural safety) as evidenced in interpersonal relationships.

Commitment to Diversity, Equity and Inclusion (DEI)

- Honour diversity by acknowledging and respecting others' spiritual beliefs, cultural practices and lifestyle choices as evidenced in interpersonal relationships.
- Seek opportunities to include diversity, equity and inclusion practices in everyday work.

Commitment to Environment, Social and Governance (ESG)

- Engage in sustainable practices whenever possible. Try to reduce the environmental impact of your work and take an active role to initiate change to meet Southern Cross' ESG (Environmental, Social and Governance) commitments.
- Actively engage to improve your knowledge regarding sustainable practices whenever possible.

Role Requirements

Experience and skills required:

- Proven experience in a marketing coordination or marketing specialist role.
- Strong understanding of digital marketing, including Google Ads, SEO, website management and social media platforms such as LinkedIn and Facebook.
- Excellent written communication skills with the ability to tailor messaging for different audiences.
- Strong attention to detail with an excellent eye for layout, design and brand consistency.
- Experience coordinating marketing campaigns from concept through to delivery.
- Ability to interpret and apply brand guidelines across multiple channels.
- Experience working with external agencies, designers and digital partners.
- Strong organisational and project coordination skills with the ability to manage multiple priorities.
- Confident stakeholder management and relationship-building skills.
- Budget administration and reconciliation experience is desirable.
- Experience coordinating events and sponsorship activities is advantageous.
- Experience within healthcare or professional services is desirable.

Education and qualifications desirable:

- Tertiary qualification in Marketing, Communications, Business or a related discipline preferred.
- Google Ads, Digital Marketing or related certifications would be advantageous.