

# Content and Communications Specialist

**Position Title:** Content and Communications Specialist  
**Reporting To:** CEO  
**Direct Reports:** n/a  
**Internal Stakeholders:** Works closely with executive, education, marketing, technology, and other service-based teams.  
**External Stakeholders:** Service providers, stakeholders and customers.  
**Full-Time Equivalent:** .6 FTE

## About GPEX

At GPEX, we believe that primary health care must be reimagined to address Australia’s emerging healthcare challenges. Our work is driven by a simple but powerful belief: that primary care professionals have the potential to create meaningful change, and it’s our job to help unlock that potential. We’re in the midst of a major and exciting transformation, blending 20 years of experience with the energy and innovation of a start-up.

Our goal is to empower primary healthcare professionals at every stage—from students to system innovators. We're redefining study preparation and CPD by creating pathways and credentials that build real capability. We connect primary care, urgent care, and hospitals, driving meaningful change through innovative models of care supported by our unique educational foundation. Armed with cutting-edge skills and data-driven insights from our workforce planning and evaluation capabilities, we’re paving the way to a stronger, more resilient healthcare system in Australia.

## GPEX Values



**Excellence**  
we aspire to excellence



**Innovation**  
we continually seek better ways



**Integrity**  
we act with ethics and own our actions



**Collaboration**  
we unite to deliver on our purpose

## Position Purpose

The Content and Communications Specialist is essential in shaping the voice of GPEX and driving personalised engagement with primary care professionals and stakeholders. This role focuses on creating compelling written content and campaigns that enhance lead conversion, customer retention, and increases overall lifetime value. By developing and optimising customer journeys, the Specialist will foster brand loyalty through persuasive content that resonate with our target audiences.

## Key Responsibilities:

<b>Content Creation</b>	<ul style="list-style-type: none"><li>• <b>Content Creation:</b> Develop, write, and edit high-quality, engaging content for a range of audiences and platforms, including blog posts, website copy, education resources, EDMs, whitepapers, publications, newsletters, and social media, ensuring consistency in brand voice and message.</li><li>• <b>Visual Communication:</b> Utilise straightforward visual design tools such as Canva to enhance written content, ensuring it is visually appealing and aligned with GPEX’s brand guidelines.</li><li>• <b>Strategic Communication:</b> Translate complex healthcare and education topics into clear, accessible content that supports GPEX’s thought leadership initiatives and strategic objectives.</li><li>• <b>Presentation and Proposal Development:</b> Create and refine presentations for internal and external stakeholders, ensuring they are visually compelling and communicate key messages effectively.</li><li>• <b>Editorial Oversight:</b> Manage the editorial process for all GPEX publications, ensuring accuracy, consistency, and alignment with organisational objectives.</li><li>• <b>Internal Communication Strategy:</b> Support the development and delivery internal communication strategies that keep employees informed, engaged, and aligned with the organisation’s goals and values.</li><li>• <b>Brand Consistency:</b> Ensure all communications and publications adhere to GPEX’s brand guidelines and editorial standards.</li></ul>
<b>Collaboration and Engagement</b>	<ul style="list-style-type: none"><li>• <b>Stakeholder Engagement:</b> Act as a key point of contact for content-related collaborations, engaging with internal and external stakeholders to gather information and ensure content accuracy and relevance.</li><li>• <b>Content Calendar Management:</b> Contribute to the development and maintenance of a content calendar to ensure timely delivery of communication and marketing activities and materials.</li><li>• <b>Content Review:</b> Collaborate with subject matter experts to review and validate content, ensuring technical accuracy and relevance to the target audience.</li><li>• <b>Project management:</b> Utilise GPEX project management tools to effectively communicate and collaborate with internal teams and clients.</li><li>• <b>Project Briefings:</b> Develop and deliver project briefings for internal projects and marketing and communications third-party provider services as required.</li><li>• <b>Internal Communications Asset Management:</b> Manage an internal communications library, ensuring templates and resources are</li></ul>

	organised, accessible, up-to-date, and aligned with GPEX's guidelines.
<b>CRM and Customer Lifecycle</b>	<ul style="list-style-type: none"> <li>• <b>Customer Journey Management:</b> Design and implement personalised communication strategies that enhance engagement, nurture relationships, and optimise customer journeys, gathering insights and input from key stakeholders across the business.</li> <li>• <b>CRM &amp; Marketing Integration:</b> Work closely with internal teams to develop strategies for new customer journeys and optimise existing ones, using insights to enhance the overall customer experience.</li> <li>• <b>Campaign Management:</b> Lead the creation and execution of targeted communication campaigns for GPs and healthcare professionals, focusing on engagement, event attendance, lead conversion, and customer retention.</li> <li>• <b>Data-Driven Strategy:</b> Utilise customer data and analytics to inform and refine communication strategies, ensuring that campaigns are tailored to meet the specific needs and preferences of different customer segments.</li> </ul>

**Key Capabilities**

<p><b>Copywriting:</b> Skilled in crafting clear, persuasive, and brand-aligned written content.</p>	<p><b>Content Creation:</b> Proficient in developing engaging, multi-platform content.</p>	<p><b>Collaboration and Teamwork:</b> Strong ability to work cross-functionally to achieve shared goals.</p>
<p><b>Campaign Management:</b> Experienced in planning and executing targeted communication campaigns.</p>	<p><b>Marketing Systems:</b> Proficient in using marketing platforms to drive strategy and execution.</p>	<p><b>Customer Journey:</b> Skilled in designing and refining customer journey strategies for enhanced engagement.</p>

**Qualifications and Experience:**

- Bachelor's degree in Communications, Journalism, Marketing, or a related field.
- Proven experience in content creation, particularly in writing and editing long-form content, with a strong portfolio demonstrating versatility across different platforms.

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Responsibility:



- Demonstrated experience in managing and optimising customer journeys through CRM systems, with a focus on enhancing lead conversion and customer retention.
- Competency in basic graphic design using Canva or similar tools to create visually compelling content.
- Experience in developing and executing successful communication campaigns targeted at specific audiences, particularly within the healthcare or education sectors.
- Strong skills in creating and refining presentations, ensuring they are both informative and engaging.
- Ability to translate complex information into clear, engaging content that aligns with strategic goals.
- Strong interpersonal skills with the ability to work autonomously and collaboratively within a small team environment and take initiative.
- Exceptional attention to detail, ensuring all content is accurate, grammatically correct, and adheres to brand guidelines.

**Desirable Experience:**

- Experience in health or education would be advantageous.

**Work Conditions:**

- 0.6 FTE with flexible hours, including options for hybrid work and adjustable office days.