

Position Description



Product Content Coordinator

January 2026

TEAM Product & Innovation	DEPARTMENT Corporate Services
REPORTS TO Head of Product and Innovation	DIRECT REPORTS Nil
EMPLOYMENT TYPE Full time – permanent	LOCATION Hybrid Working (3:2 Office/WFH) Primary Location: Newbrough or Melbourne
AWARD Banking, Finance & Insurance Award <i>Level 4</i>	KEY CONTACT Head of Product and Innovation

WHO IS LATROBE?

At Latrobe, our people are at the heart of what we do. We are committed to creating an environment where diversity is celebrated, equity is achieved, and inclusion and belonging are prioritised and celebrated.

We're known for being the *health fund with heart* - a not-for-profit, regional private health insurer with more than 100,000 members across Australia. We support our members through the highs and lows of their health, and we give back to our community.

Our aspirational vision is to be the number one, member owned private health insurer in Australia. Our purpose is supported by 5 key values:

<i>We display trust and respect always</i>	<i>We focus on shared results</i>	<i>We engage & empower</i>	<i>We are accountable</i>	<i>We create a positive work environment</i>
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POSITION OBJECTIVE

The primary objective of this role is to support the Head of Product and Innovation in implementing product changes. This position is responsible for creation, maintenance and release of product content and documentation.

The role will require effective collaboration with cross-functional teams to ensure all product implementations are accompanied by comprehensive product documentation. The documentation should support clear understanding of Latrobe products and their benefits to members, providers, and aggregators, while also meeting all compliance requirements.

Conducting regular self-audits to ensure compliance with industry standards, coordinating with external partners, and fostering a high-performing team culture are essential to the success of this role.

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REQUIREMENTS OF THE POSITION

Key duties and responsibilities

- Assist the Head of Product and Innovation to implement product changes, taking ownership for all product documentation and related content aligned with product change timelines.
- Maintain a controlled repository for product documents as a single source of truth, including audit trail for all content updates and ensuring accuracy of content across all domains (print, digital etc.).
- Lead cross-function teams reviews and updates of product content, ensuring appropriate review and approval process, change audit trails and content releases are managed.
- Manage and administer product documentation using graphic design software.
- Collaborate with relevant stakeholders to support the development and review of product related digital and web content.
- Ensure product content is at all times consistent with Latrobe's member promise, brand and style and business objectives for a unified brand message.
- Ensure all product content always meets Compliance and Legal requirements, including maintenance of Fund Rules.
- Conduct regular self-audits on product content to maintain compliance with industry standards, ensuring functionality, accuracy and best practices.
- Support the provision of product knowledge to assist the development and delivery of product related training to internal teams and aggregators.

Leadership teamwork and relationship building

- Model the Latrobe Way values and behaviours in the delivery of individual performance; actively contribute to a constructive, high performing team and organisational culture.
- Develop and maintain professional relationships with peers and stakeholders at all levels across the business to support inter-departmental collaboration.
- Independently prioritise work to support consistent achievement of individual and team key performance indicators; appropriately escalate issues impacting either performance and/or the business; and demonstrate a flexible, adaptable, mobile and energised (FAME) mindset.
- Be a highly effective team member with energy, enthusiasm and creativity – able to work autonomously and as part of a team.

Accountability and extent of authority

- Provide support and information as requested by the Head of Product and Innovation, and the broader organisation as requested.
- Ensure compliance with the Private Health Insurance Code of Conduct and applicable procedures are always maintained.

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- Maintain knowledge of Latrobe's policies, processes and procedures and ensure all advice provided and processes undertaken are in accordance with the Private Health Insurance Act and Rules, the Private Health Insurance Code of Conduct, other relevant legislation, Latrobe's fund rules and current policies
- Actively maintain awareness of all risk and compliance obligations defined through Latrobe's Risk Management Framework.
- Consistently achieve individual goals and objectives and actively lead own growth and achievement planning and implementation.

Judgement and decision making

- Interpret and work within organisational policy and procedure and/or legislation applicable to the position.
- Make decisions which are objective and free from undue influence consistent with Latrobe's risk culture and approved strategic priorities and objectives.
- Make decisions consistent with Latrobe's operational delegations and delegate or escalate matters appropriately.

Experience skills and knowledge

- Excellent written and verbal communication skills, with the ability to convey complex information clearly.
- Strong grasp of marketing, communication, content development and brand management principles, including experience with communication planning and creative development processes.
- Outstanding organisational and planning abilities, with a proven track record of managing multiple projects simultaneously, meeting deadlines, and performing well under pressure.
- Relevant Tertiary qualification in Marketing, Communication, Design or related.
- Experience in using graphic design software and content management systems.
- Experience working within Private Health Insurance, General Insurance, Pet and Travel Insurance or Superannuation industries would be desirable.

Mandatory checks

- An Australian Police check will be conducted for all new employees to Latrobe Health Services prior to commencing in a role.
- Employment at Latrobe Health requires candidates to have Australian citizenship or to be a permanent resident of Australia or to have a valid visa that provides work rights in Australia.