

Member Growth Consultant

March 2026

TEAM Growth	Department Customer Experience
REPORTS TO Growth Team Leader	DIRECT REPORTS Nil
EMPLOYMENT TYPE Full Time, Permanent	LOCATION Hybrid Working (3:2 Office/WFH) Primary Location: Melbourne
AWARD Banking, Finance & Insurance Award Level 2	KEY CONTACT Growth Team Leader

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 a leading not-for-profit Private Health Insurer transforming health and wellness outcomes for all Australians. 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>
--	-----------------------------------	--------------------------------	---------------------------	--

POSITION OBJECTIVE

The Member Growth Consultant plays a pivotal role in driving direct member acquisition and retention outcomes through a seamless, data informed sales and onboarding experience. This role is central to delivering our ambition of frictionless, scalable, and agile member growth by leveraging AI and cross-functional collaboration. Working within fusion teams, the Member Growth Consultant will contribute to the design and execution of innovative strategies that enhance member value from day one and support the evolution of our product portfolio.

REQUIREMENTS OF THE POSITION

Key duties and responsibilities

Lead Management & Sales:

- Nurture and convert leads into new members through proactive engagement and tailored

Position Description



solutions.

- Achieve and exceed direct membership growth targets.

Retention & Onboarding:

- Implement and refine retention strategies to support industry-leading member loyalty.
- Deliver a seamless onboarding experience that provides immediate value to new members.

Campaigns (Proactive Retention & Sales)

- Execute high-quality outbound campaigns across sales, retention and cross-sell, with a strong focus on proactive customer outreach rather than relying on inbound traffic.
- Maximise off-peak periods through structured outbound activity, ensuring consistent customer contact, pipeline generation, and churn-prevention when inbound volumes are low.
- Deliver campaign outcomes end-to-end from list management and sequencing of outreach (calls, email, SMS) to logging activity in CRM, tracking KPIs, and optimising messaging and timing to improve conversion, engagement, and save rates.

Product & Portfolio Support:

- Actively contribute to the management and evolution of Latrobe's product offerings.
- Provide feedback and insights to inform product development and enhancements.

Innovation & Technology:

- Experiment with AI and emerging technologies to improve member experience and operational efficiency.
- Identify and advocate for future priorities based on demonstrated technological capabilities.

Leadership teamwork and relationship building

- Foster an inclusive, collaborative, and high-performing team culture, embracing adaptability, continuous learning, and a growth mindset.
- 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 Customer Experience Team.
- Ensure compliance with the Private Health Insurance Code of Conduct and applicable procedures and policies are always maintained.

Position Description



- 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.
- Actively offer and implement a course of action and solutions based on evaluation and analysis of numerical and written information focussed on results.
- 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

- **Experienced Practitioner:** Proven success in Private Health Insurance (PHI) or broader insurance sales, with a strong track record of meeting or exceeding growth targets.
- **Agile Mindset:** Ability to unpack complex challenges, identify root causes, and navigate competing priorities with flexibility and focus.
- **Connector:** Skilled in stakeholder engagement and collaboration across diverse teams to co-create solutions.
- **Curious Nature:** Demonstrates a data-driven approach to problem-solving, asking insightful questions and using analytics to inform decisions.

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.