

Position Description

Marketing Manager

Staff member:

Position: Marketing Manager

Reports to: Head of Marketing

Direct reports: Nil

Position objective:

The Marketing Manager supports the Head of Marketing in the execution and refinement of the marketing plan, ensuring alignment with the WCH Foundation's broader marketing, brand, and communications strategies. This role focuses on supporting the Head of Marketing in achieving the WCH Foundation's growth objectives and organisational priorities. By collaborating with internal teams and external partners, the Marketing Manager plays a key role in the implementation of marketing activities including:

- Delivering the WCH Foundation marketing plan
- Driving engagement with WCH Foundation's charitable work
- Cultivating increased support for our mission and purpose

The Marketing Manager provides vital support in the day-to-day execution of the marketing plan, bringing fresh perspectives, driving operational efficiency, and contributing innovative ideas to enhance the delivery of marketing initiatives. This role also contributes to the WCH Foundation's digital evolution, working closely with the Marketing Team to implement strategic priorities and adapt to emerging trends and opportunities.

Principal responsibilities:

1. Support Brand Management
2. Marketing Operations/Campaign management
3. Communications & relationship Management

Detailed responsibilities

1. Support Brand Management
 - Support the Head of Marketing in ensuring the consistent and effective implementation of the WCH Foundation's brand guidelines across all marketing materials and communications.
 - Assist in maintaining brand integrity, monitoring brand performance, and executing initiatives that reinforce the WCH Foundation's brand positioning.
 - Collaborate with internal teams to deliver on-brand messaging and contribute ideas for brand innovation and growth.

2. Marketing Operations/Campaign Management

- Assist the Head of Marketing in managing the day-to-day operations of the marketing department, ensuring the smooth execution of marketing campaigns, projects, and initiatives.
- Provide support in scheduling, tracking, and reporting on marketing activities, ensuring deadlines are met.
- Provide creativity, innovation, and idea generation, developing impactful marketing strategies that drive brand growth and engagement.
- Help maintain efficient workflows, collaborating with other departments to ensure alignment and successful execution of campaigns.
- Implement brand marketing initiatives, campaigns and advertising campaigns, across multiple mediums, to build and improve engagement of our community.
- Oversee Digital Asset Management implementation and delivery.
- Identify and develop the appropriate channels through the creation and delivery of engaging content.
- Provide competitor insights to inform campaign activity and collateral development
- Conceptualise visuals based on design briefs and organisational requirements, ensuring final graphics and layouts are visually appealing and on-brand.
- Evaluate and report on the reach and impact of media activities through daily media monitoring.

3. Communications & Relationship Management

- Support the Head of Marketing in coordinating the efforts of the marketing team and any external agencies or contractors.
- Facilitating strong relationships for the Marketing and Communications team with internal and external stakeholders
- Foster a collaborative team environment by providing administrative and operational support, enabling the team to function smoothly and meet objectives
- Support the Digital Managers' management of the WCH Foundation's social media channels, ensuring that content is optimised for engagement and brand consistency.
- Provide guidance and assistance in day-to-day team operations, ensuring that resources are effectively allocated to meet campaign goals.

Skills, qualifications & experience

Essential

Position Description

Marketing Manager

- Tertiary qualifications in marketing, communications, public relations or similar
- A minimum of 3 years' experience in a marketing and communications role
- Strong project management skills, with the ability to juggle multiple initiatives and meet deadlines.
- Demonstrated ability to think strategically and deliver organisational outcomes and impacts.
- Demonstrated expertise in executing digital marketing strategies to deliver measurable outcomes
- The ability to leverage data and analytics to drive outcomes and impacts, make informed decisions, report on successes and learnings.
- Exceptional written and verbal communication skills and capacity to build trusted and influential relationships at all levels.
- Exceptional content development skills.
- Proven experience of managing the development of campaign materials.
- Demonstrated initiative, flexibility and a collaborative approach.
- Commitment to the WCH Foundation's values and a working style that reflects these, and displaying a high level of maturity and ability to exercise discretion in dealing with sensitive information and maintaining confidentiality.

Desirable

- Previous experience working in a not-for-profit environment.

OTHER DUTIES

- Contribute to the preservation and protection of the WCH Foundation's corporate knowledge through accurate and effective record keeping and use of the relationship management database.
- Contribute to a safe and healthy work environment, free from discrimination and harassment by adhering to the provisions of the relevant legislative requirements including Equal Employment Opportunity and Work Health and Safety, the Code of Conduct and organisational policies.
- Must be prepared to attend relevant meetings with staff and educational activities as required and to participate in the appraisal process.
- Must be prepared to attend WCH Foundation Board and Committee meetings as and when required.
- Must be prepared to attend WCH Foundation events as and when required.

SPECIAL CONDITIONS

- Some out of hours work will be required and allowance for this has been built into the negotiated hourly rate. Significant additional time may be taken as time off in lieu as negotiated in advance with the CEO.

Position Description

Marketing Manager

- May be required to travel intra/interstate.
- Employment is dependent on consent to undergo a Working with Children Check prior to commencement and when expired.
- Employment is dependent on satisfactory National Police Check at commencement and every 3 years.
- A current valid driver's licence is essential.

Performance & salary review process

- Remuneration levels are based on experience status and performance achieved within the salary range identified for each position.
- Performance will be assessed on the relative achievement of the Key Result Areas as agreed above.
- Performance reviews will be conducted in March of each year.
- Salary reviews will be conducted in May of each year.

Key performance indicators

- KPIs for this position are determined in consultation with the Head of Marketing and CEO as part of the annual appraisal process.

The WCH Foundation supports employee participation in related education opportunities.

Marketing Manager

/ /

Chief Executive Officer

/ /