



HAYMES PAINT POSITION DESCRIPTION

Position Title:	Digital Marketing and Communications Manager		
Department:	Marketing Department		
Reports to (Title):	National Marketing Manager	Location:	Port Melbourne
Authorised by:	National Marketing Manager	Date prepared:	March 2018

Overall Position Purpose:

To manage and deliver the communications and digital function across the Haymes business. The role will work closely with the Promotions, Colour and Product team to ensure best practise methodologies are being implemented, and all activity is integrated with the strategic direction of the Haymes business.

Position Parameters:

1. Experience & Qualifications:

- Minimum of 6+ years overall working experience in communications and digital marketing
- Bachelor's degree in marketing, communications or related discipline required
- Proven ability to manage and deliver national digital and communication strategic plans and campaigns, aligned to the national marketing strategy
- Sound understanding and knowledge of all digital platforms and how they can be utilised throughout an integrated marketing campaign
- Experience in digital agency briefing, the response process and creative evaluation
- Understanding of web measuring and social media monitoring tools (Google Analytics, smartphone applications, Facebook Analytics, Sprout Social and EDM Analytics) with the ability to report on ROI
- Understanding of web Content Management System (CMS), UX Design and CX
- Ability to analyse competitor activity and campaigns, as well as wider industry trends
- Experience in people management.

2. Skills and Abilities:

- Analytical and strategic approach that can measure success and report back on business targets
- Ability to lead and execute the digital and communication activity, aligned with the national marketing plan
- Ability to manage a range of channel based agencies
- Ability to work across a range of projects, and quickly adapt based on changing requirements
- High level customer driven approach
- Understanding of budgets, forecasting and targets

3. Key Personal Attributes:

- Ability to work under pressure, meet deadlines and prioritise work
- Ability to lead and cultivate a harmonious working environment
- Flexibility to undertake a variety of tasks and duties
- Excellent negotiating and communication skills
- Ability to work independently and deliver on key business targets

POSITION TITLE: Digital Marketing and Communications Manager

KEY POSITION ACCOUNTABILITIES	MAJOR STANDARDS
Strategic Planning	<ul style="list-style-type: none">• Participate in developing a strategy to drive customers to a Haymes controlled distribution network• Develop & implement effective local area marketing digital programs• Be responsible for developing the future digital communication strategy for the Haymes brand• Oversee the development of the Haymes social media strategy for Haymes• Assist in identifying customer journey and develop appropriate retention and engagement programs
Digital Channels	<p>Key Standard: Develop and optimize the Haymes digital experience that will attract and engage customers, and ultimately drive growth, subscription and meet projected targets</p> <ul style="list-style-type: none">• Plan and manage the execution of the Haymes digital and communications strategies for each of the digital and communications channels• Manage the strategic direction and execution of campaign based digital activity for the promotional, colour and product departments, to execute effectively and achieve desired outcomes• Measure current digital practices and asset effectiveness across the Haymes digital channels• Identify improvements, online trends and advancements in the digital space that can be integrated back into the digital strategy• Work with the relevant agency to continue growth and improvement of Haymes SEM, remarketing and display marketing• Develop, oversee and measure the execution of the EDM program for all Haymes customer segments• Manage the customer databases for the EDM and SMS programs
Content	<ul style="list-style-type: none">• Oversee the execution of the Haymes content calendar for the Haymes brand, distribution partners and Haymes Company Owned Stores• Oversee partnership activity and make sure the direction of activity aligns with the Haymes strategic direction• Identify potential partners and influencers who can be used to leverage and promote the Haymes brand in the retail, trade and specifier markets

KEY POSITION ACCOUNTABILITIES	MAJOR STANDARDS
Communication Channels	<ul style="list-style-type: none"> • Develop the strategic approach to communicate with all Haymes customer segments ie. trade, retail, specifier, stockiest and employees • Develop and manage the PR strategy alongside the PR agency • Along with key stakeholders, develop an internal communications strategy, which will be implemented by the digital coordinator
Web Site Development & Maintenance	<ul style="list-style-type: none"> • Ensure website is always integrated into overall Haymes marketing strategy • In conjunction with key stakeholders to ensure an innovative website that is constantly updated & maintained • Use the Google suite of tools to ensure website is effective and measurable • Work closely with the Strategy Commercialization Manager • Oversee website maintenance including html coding and store locator tool • Monitor website performance & provide monthly updates
Occupational Health & Safety	<ul style="list-style-type: none"> • Undertake all tasks in the full understanding of your obligation to take reasonable care to ensure personal safety and health and that of others in the workplace. • Observe all safe working practices as directed by the supervisor and the use of personal protective equipment as and when provided. • Report ALL accidents, incidents and hazardous situations arising in the course of work.
Haymes Values	<ul style="list-style-type: none"> • Display Haymes Values in accordance with the Value Statement when performing the role • Delivering a high value quality service and treat others with courtesy and respect, and communicates in an open and honest manner at all times • Display the Supporting Values (Our customer, our people, our financial performance, our community) when performing the role