

**POSITION DESCRIPTION**

**Position Title: Senior Manager - Marketing and Communications**

**Location:** National Secretariat, Brisbane-based

**Employment Status:** Full-time - 10 months maternity leave cover

**Reporting Relationships:** Chief Executive Officer

**Direct Reports:** Content Manager   
 Media and Communications Coordinator   
 Project staff and volunteers as required

**Date:** July 2018

***PURPOSE OF POSITION DESCRIPTION***

The purpose of this position description is to document the work to be encompassed within this role. The key areas of responsibility and annual performance indicators are tied to both the performance review and career development conversations. This position description should be reviewed annually, as changes to the organisation will result in the need to update the position description.

***MATERNITY LEAVE***

This role is a full time 10 month maternity leave replacement. The successful applicant’s employment will commence in early September 2018 and conclude on 12 July 2019.

Due to the nature of a maternity leave replacement, if the circumstances of the employee on maternity leave change, Lung Foundation Australia may reduce or increase the term of your contract.

***SECTION 1***

***LUNG FOUNDATION AUSTRALIA MISSION***

Lung Foundation Australia (Lung Foundation) Vision is to improve lung health and redeuce the impact of lung disease for all Australians by:

* Promoting lung health
* Promoting timely diagnosis of lung disease
* Supporting those with lung disease and their carers
* Promoting equitable access to evidence-based care
* Driving quality research and raising funds for medical and scientific research;
* Influencing public policy, through advocacy across all levels of government.

***LUNG FOUNDATION AUSTRALIA VALUES***

The Lung Foundation operates under the principles of an evidence-based and patient centred culture that values compassion, respect and collaboration. .

***ENVIRONMENT***

The Lung Foundation National Office includes approximately 20 professional / administrative staff based in Brisbane and a number of staff based in Sydney, supported by a team of dedicated volunteers.

***SECTION 2***

***POSITION SUMMARY***

Through an organisation-wide public relations effort focused on honest, open and consistent communication, Marketing and PR provides the leadership needed to help Lung Foundation Australia create and maintain mutually beneficial relationships with individuals and organisations vital to the organisation’s growth and development.

The Senior Manager - Marketing and Communications position centralises and coordinates internal and external communications, bringing public relations perspectives and strategies into decision-making and planning. It provides leadership, expertise and services that enhance the quality and effectiveness of communication projects and programs. It protects, reinforces and elevates Lung Foundation Australia’s reputation and builds public understanding of its distinctive qualities and the value, importance and impact of its work to make lung health a priority for all.

The role includes the management of the branding, media relations and marketing of Lung Foundation Australia; in order to increase the profile of the organisation within the target audience and to capitalise on opportunities for media coverage to ensure that Lung Foundation Australia is widely associated with lung health promotion and support for those with lung disease.

***KEY AREAS OF RESPONSIBILITY AND PERFORMANCE INDICATORS***

The major areas of work that will be undertaken by the maternity leave replacement are outlined in this section.).

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| ***Key Areas of Responsibility*** | ***Performance Indicators*** |
| **Strategy** | * Implement pre-defined marketing and communication strategies, campaigns and operational plans. * Deliver and evaluate marketing and communication activities, inclusive of advertising, marketing collateral, digital marketing, media and public relations, corporate communications and issues management. |
| **Brand** | * Undertake the organisation’s annual brand awareness market research survey and customer surveys to analyse brand positioning. * Ensure communication protocols are followed for clear and consistent external communications. * Promote and champion Lung Foundation Australia’s brand assets and ensure organisational and external adherence to brand. |
| **Digital Marketing** | * Oversee the implementation of digital and content plans to drive the effective delivery of social media, EDMs, e-newsletters and websites. * Provide advice and support where required on work that will be undertaken to streamline and enhance the organisation’s CRM. * Drive regular measurement and reporting of all digital marketing campaigns and activities to identify opportunities and areas for improvement. |
| **Media and Public Relations** | * Identify and proactively seek media opportunities to increase reach and engagement. * Liaise with media and respond to media enquiries. * Lead the preparation and distribution of media releases, media copy and other promotional content. |
| **Organisational marketing, communications & campaigns** | * Deliver the Pneumonia Awareness Week and Lung Health Awareness Month campaigns, liaising with partners and agencies as required. * Oversee the development of key publications, such as the Annual Report for 2018, and other collateral for projects and programs as required. * Oversee the maintenance of a comprehensive resource hub. |
| **Staff Management** | * Supervise, coach and mentor the Marketing and Communications team * Supervise and support volunteers as required |
| **Leadership Team** | * Participate in Lung Foundation Senior Management Team. * Provide advice, expertise and regular updates to the Board, CEO and Senior Management Team. * Adhere to all organisational policies, procedures, standards and practices. |
| **Financial Management** | * Manage budget allocations and report quarterly on variances. * Engage and manage external contractors in line with delegations to achieve quality and value for money for the organisation. |

***ROLE REQUIREMENTS***

* Tertiary qualifications in marketing, communications, publication relations or similar
* Demonstrated and proven successful experience at senior management level in marketing and communications, preferably in the not-for-profit sector
* Demonstrated ability to think strategically and deliver organisational outcomes
* Demonstrated experience in developing multifaceted campaigns
* Demonstrated expertise and experience in using digital communications to build consumer engagement
* Well versed in website development projects, Social Media, EDM and Content Writing
* High level writing skills with proven experience writing for media, online and print materials
* Strong understanding of news value and experience in managing media and public relations
* Skills and capacity to build trusted and influential relationships at all levels.
* Self-directed, energetic and motivated to achieve agreed outcomes
* High level organisational and project management skills with capacity to prioritise and multi-task
* Ability to act quickly, decisively and proactively to grasp opportunities as they arise
* Meticulous attention to detail with the ability to work autonomously
* Proven ability to lead and mentor staff
* Ability to undertake interstate travel.

***SECTION 3***

***REPORTING RELATIONSHIPS***

* This is one of several positions reporting to the Chief Executive Officer.
* Two positions, the Content Manager and Communications and Marketing Manager, reports to the Senior Manager - Marketing and Communications. In addition to this Project Staff may report directly as required.

***EXTERNAL RELATIONSHIPS***

The Senior Manager - Marketing and Communications will be expected to work closely with a range of key opinion leaders, patient advocates, and industry partners in order to develop and implement health promotion, awareness and advocacy programs. Other external relationships include executives of national and state NGOs, Media Networks, Parliament House Press Gallery, State and Commonwealth health bureaucrats and other relevant government bodies.

The ability to act sensitively with supporters, volunteers, patients and their families is an important part of this role. The Senior Manager - Marketing and Communications is expected to work inclusively and collaboratively across the organisation with other staff and must demonstrate a clear commitment to ensuring that income and value are maximised irrespective of the source of support.

***Delegated Authority***

Lung Foundation Australia has implemented a Delegated Authority Policy (Policy ID DAP-001).   
Under the Delegated Authority Policy, the Senior Manager - Marketing& Communications has been allocated the following authorization limits.

1. Expenditure approval is limited to the approved Fundraising budget with an individual invoice limit of $25,000.
2. If the position is issued with a Corporate Credit card, expenditure is limited to the approved Fundraising budget and is subject to the Credit Card Limit.

***SECTION 4***

***PERFORMANCE APPRAISALS***

Performance review and career development discussions will take place annually with the Chief Executive Officer. Performance review and career development conversations with those who are direct reports to this position will take place at least once a year.

***Annual KPIs will reflect:***

Delivery of annual plan (specific KPIs agreed each year and taken from annual plan)

Delivery of annual plan within budget and any new funds attracted to the program, including corporate sponsorship and successful funding applications

Relationship management.

Leadership contribution to Lung Foundation Australia.

***SECTION 5***

***ACCEPTANCE OF POSITION DESCRIPTION***

This position description is intended to describe the general nature of the duties performed. It is not intended to be a complete list of all responsibilities, duties and skills required of the position. Other appropriate duties may be assigned that are not listed in the position description.

My signature below indicates that I have reviewed, accepted, and received a copy of this position description and accept the offer of employment on the terms and conditions as detailed in this Agreement and the duties as detailed in the Position Description.

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Date

*Senior Manager - Marketing and   
Communications*

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Heather Allan Date

*Chief Executive Officer*