

	Position Title: Campaign Manager		Team: Marketing and Communications, Strategic Engagement	Region: Central
	Supervisor: Senior Manager, Marketing and Communications	Delegations and Authorities: In Line with Delegations Policy	Band: D	Date Completed: 20 September 2018

ORGANISATIONAL INFORMATION

OUR VISION AND FOCUS	ROLE CONTEXT
<p>All children should have a good childhood, growing up feeling safe, nurtured and with hope for the future.</p> <p>Berry Street chooses to work with children, young people and families with the most challenging and complex needs. We work across metropolitan, regional and rural Victoria.</p> <p>To achieve our Vision, Berry Street delivers a wide variety of programs, from those aimed at strengthening families and communities through to those that focus on helping people recover from the trauma of violence, abuse and neglect.</p> <p>We also engage government, other community organisations and the general public in child-focussed advocacy and knowledge sharing.</p>	<p>This role has been developed to support the Marketing and Communications Team, in developing and delivering campaigns and activities to increase Berry Street's profile and positioning within the community, with the aim of furthering engagement with our work and growing independent income. The Marketing and Communications Team consists of: The Director, Senior Manager Marketing and Communications, Senior Marketing & Communications Coordinator, Team Leader Marketing Services, Digital Marketing Manager, Graphic Designer and Social Media and Content Coordinator.</p>
OUR VALUES	PRIMARY OBJECTIVES OF THE ROLE
<p>Berry Street expects all staff to apply these Values in all aspects of their work.</p> <p>Courage: To be the best we can be and to never give up</p> <p>Integrity: Expect a personal and organisation commitment to honesty</p> <p>Respect: Acknowledge the importance of each person's heritage, traditions, identity, needs and aspirations</p> <p>Accountability: Be responsible for our own actions</p> <p>Working Together: Work with our clients, each other and our colleagues to share knowledge, ideas, resources and skills.</p>	<p>In conjunction with members of the Marketing and Communication team and stakeholders within the organisation; plan, design and deliver communications and campaigns aimed at increasing Berry Street's profile, positioning and income within key target audiences.</p>
	REPORTING RELATIONSHIPS
	<p>The Marketing & Communications Team is part of the broader Marketing, Communications and Development Team, which is responsible for digital marketing, communications, social media, merchandise and events.</p> <p>This role has no direct reports and is expected to be able to work both independently and collaboratively with the wider Marketing, Communications and Development Team, stakeholders within the organisation and key external suppliers and partners.</p> <p>This role reports to Senior Manager, Marketing and Communications</p>

EXPECTATIONS

- Conduct themselves in accordance with the Berry Street Code of Conduct which is underpinned by the values of accountability, courage, integrity, respect and working together.
- Have a demonstrated understanding of and commitment to the principles of equity, diversity, continual improvement, risk management and occupational health and safety.
- Berry Street supports White Ribbon, Australia's campaign to stop violence against women. There is an expectation that staff never commit, excuse or remain silent about violence against women.
- Berry Street are committed to the safety, participation and empowerment of all children, including those with a disability and culturally and/or linguistically diverse backgrounds. Berry Street are also committed to cultural safety, inclusion and empowerment of Aboriginal children, their families and communities.

KEY SELECTION CRITERIA: KNOWLEDGE, SKILLS AND ABILITIES REQUIRED TO FULFIL THE ROLE

- Excellent written and oral communication skills (including public speaking, presentations and facilitation skills).
- Demonstrated ability to flexibly manage competing priorities and stressful situations, monitoring own stress levels and practicing and promoting self-care strategies.
- Advertising, digital marketing and CRM knowledge and experience
- Experience in campaign management, project management and budget management.
- Experience in managing integrated campaigns over multiple channels.
- Ability to identify trends and opportunities in the external environment and to develop successful campaigns in this context.
- Highly developed negotiation and stakeholder management skills
- The ability to work collaboratively and effectively in a team to accomplish program goals.
- The ability to develop highly productive relationships with internal and external stakeholders.
- Demonstrated understanding of and commitment to the principles of equity, diversity, continual improvement, risk management and occupational health and safety

QUALIFICATIONS AND OTHER REQUIREMENTS

- A tertiary qualification in marketing, communications or similar
- Experience in developing, implementing and evaluating digital marketing campaigns and activities
- Experience in direct response marketing
- Staff must hold a valid WWCC, current drivers licence at all times and undergo a Criminal Records Check prior to employment. Subsequently, staff must report any criminal charges or court appearances.

DESIRABLE

- Relevant experience in a community service/NFP environment

KEY ACCOUNTABILITIES AND RESPONSIBILITIES

ACCOUNTABILITY

SPECIFIC RESPONSIBILITIES

Campaign Management	<ul style="list-style-type: none"> • Develop and implement digital campaigns based on strategies to build Berry Street's community profile, maximise fundraising potential, and provide opportunities for supporter involvement ie renews subscriptions, lead generation, donations, and/or volunteer programs. • Develop creative briefs for external/internal design teams. • Prepare individual project plans and budgets for all campaigns. • Develop and maintain campaign schedules to ensure activities are integrated, targeted and measurable against clear goals. • In conjunction with the Digital Manager, manage the implementation, tracking and measurement of integrated marketing campaigns, on time and within budget. • Deliver campaign activity presentations and regular results presentations, • In conjunction with the Digital Manager, ensure each campaign has clear metrics as agreed with stakeholders and ensure that campaigns are achieving appropriate return on investment in line with campaign goals. • In conjunction with the Digital Manager, carry out post campaign analysis to report on KPIs and distribute learning for future campaigns.
Stakeholder Management	<ul style="list-style-type: none"> • Work with key stakeholders to develop and leverage opportunities including the fundraising team, digital marketing team, media, training and events staff, corporate and community partners, regional offices. • Coordinate campaign activity with the digital marketing team including website updates, social media activity and PPC activity to deliver campaign objectives and lead generation activity. • Develop CRM strategies for each campaign and coordinate CRM activity. • Effectively manage generated leads from all areas of the campaign activity in conjunction with the business stakeholders. • Coordinate event activity and lead generation activity at events with the events teams as appropriate. • Liaise with the brand team to ensure campaign materials are aligned to overall collateral and identity guidelines. • Liaise with the Media and internal communications teams to deliver supporting activity for campaigns as required.
Administration	<ul style="list-style-type: none"> • Represent Berry Street in relevant forums and networks. • Monitor and report projects against budgets and milestones. • Provide monthly written reports to the Senior Manager Marketing & Communications.
Other	<ul style="list-style-type: none"> • Other duties as directed.

CONDITIONS OF EMPLOYMENT

1. This position is for 76 hours per fortnight. There is no paid overtime, but any extra hours worked will be accrued as Time-in-Lieu according to the *Berry Street Victoria 2014-2017 Agreement*.
2. You will initially be employed at our Central Richmond Office. You may be required to work from other Berry Street sites (on a temporary or permanent basis) as directed from time to time.
3. Terms and conditions of employment are in accordance with the *Berry Street Victoria 2014-2017 Agreement*, which includes above Award payments and eligibility for remuneration packaging. Salary packaging up to \$15,900 is available to Berry Street employees who meet the eligibility criteria outlined in our Salary Packaging Policy.
4. The base salary for this position is at Level 7 Pay Point 2-3 under the *Berry Street Victoria 2014-2017 Agreement*. The value of the salary can be increased through salary packaging.
5. Agency vehicles are available for authorised use and these should be used at all times for work-related purposes, in accordance with the Berry Street Motor Vehicle Policy. However, if you are authorised to use your own vehicle for work-related purposes, you will be paid an allowance per kilometre, which includes provision for comprehensive insurance and other running costs. Berry Street is unable to insure private vehicles owned by staff and will not accept any liability for damage to any staff vehicles incurred while being used for work-related purposes.
6. Superannuation will be paid according to Superannuation Guarantee into a compliant fund of your choice or into HESTA Superannuation Fund.
7. The successful applicant will be required to undergo satisfactory pre-employment checks, including 2 professional referees, a pre-existing injury/disease declaration, a criminal records check and proof of identity and qualifications.
8. The successful applicant will initially be employed for a probationary period of 3 months. During this period, either party can terminate employment with one week's notice. A probationary review before 3 months will be undertaken.
9. Under Victorian WorkCover legislation, it is the applicant's duty to advise Berry Street of any pre-existing medical condition, which could be aggravated by the type of employment for which they are applying. The existence of a medical condition will not preclude you from employment, unless you are unable to perform the inherent requirements of the position. However, failure to disclose any relevant injury or disease will jeopardise any entitlement you may otherwise have for a work-related aggravation of that non-disclosed pre-existing condition.
10. Berry Street has a smoke-free workplace policy.

INHERENT REQUIREMENTS OF WORK ACTIVITIES / ENVIRONMENT

Following is a table that outlines the main physical and psychological requirements of the position.

Element	Key Activity	Frequency
Work Environment	Manage demanding and changing workloads and competing priorities.	Daily
	Work in a team environment.	Daily
	Work in different geographic locations.	Regular
	Be exposed to all outdoor weather conditions.	Regular
	Work in unstructured environments (e.g. outreach).	Regular
	Work office hours with the possibility of extended hours.	Regular
	Work on-call after hours.	Regular
	Work in an open plan office.	Daily
	Work in buildings which may be two-storey.	Regular
	Sit at a computer or in meetings for extended periods.	Daily
	Work in an environment with competing demands.	Daily
	Present at court and other jurisdictions.	Occasional
People Contact	Liaise with government, non-government and community organisations.	Daily
	Work with clients who may have a physical or sensory disability.	Regular
	Interact with members of the public who may display the full range of emotional expressions, including parents, partners, significant others, family members, advocates, doctors, police.	Regular
	Interact with clients and members of the public who could display verbal or physically challenging behaviour.	Regular
	Facilitate access to specialist, generic and community services.	Daily
	Undertake training and professional development activities.	Regular
Administrative Tasks	Undertake administrative tasks which may include the following: computer work, filing, writing reports, case notes/plans and client records, participating in meetings, concentrating for long periods of time, managing resources and budget and researching and analysing information and data.	Daily
	Use technology including photocopier, telephones including mobiles, fax, overhead projectors, televisions, videos, and electronic whiteboards.	Daily

Transport	Drive vehicles possibly over long distances and in all traffic and weather conditions.	Regular
	Drive vehicles with possible distractions from client behaviour, verbal or physical.	Occasional