

	Position Title: Head of Marketing		Team: Strategic Engagement		Region: Central
	Supervisor: Executive Director, Strategic Engagement	Delegations and Authorities: In Line with Delegations Policy	Band: E	Date Completed: January 2019	

ORGANISATIONAL INFORMATION

OUR VISION AND PURPOSE	ROLE CONTEXT
<p>We believe children, young people and families should be safe, thriving and hopeful.</p> <p>Our Vision for 2022: Together we will courageously change lives and reimagine service systems.</p> <p>For over 140 years, Berry Street has adapted to a changing world, and we will continue to adapt to achieve our purpose.</p> <p>Berry Street will continue to be a strong and independent voice for the children, young people and families with whom we work. In collaboration with others, we will advocate for investment in early intervention and prevention services that enable families to be safe and stay together. We will use approaches that are culturally safe and informed by the best evidence available. We will measure and learn from the impact of our work, and we will continually contemporise our models of practice.</p> <p>We look forward to working with children, young people, families, carers, staff and partners to achieve this vision. Together.</p>	<p>The Head of Marketing is responsible for developing, leading and implementing a proactive, audience-informed marketing strategy to help deliver on Berry Street's goals around awareness, engagement and income generation. The role is responsible for driving a clear vision and compelling narrative around Berry Street's work, aligned with the organisation's brand and strategic plan.</p> <p>This role is responsible for driving further brand awareness and engagement through transforming the way we attract, engage and convert supporters through content and campaigns. This will require driving innovation through optimisation of our website and digital channels, to deliver powerful stories and new engagement mechanisms. The role will also lead a team in supporting internal stakeholders to achieve ambitious goals around fundraising, business development, foster care recruitment and public policy and advocacy.</p> <p>The role requires an inspiring leadership presence, a highly collaborative approach and a deep understanding of digital, brand and content. The ability to prioritise, project manage and deliver campaigns and initiatives from end to end is essential.</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 never give up, maintain hope and advocate for a 'fair go'</p> <p>Integrity: to be true to our word</p> <p>Respect: to acknowledge each person's culture, traditions, identity, rights, needs and aspirations</p> <p>Accountability: to constantly look at how we can improve, using knowledge and experience of what works, and ensure that all our resources and assets are used in the best possible way</p> <p>Working Together: to work with our clients, each other and our colleagues to share knowledge, ideas, resources and skills</p>	<p>The primary objectives of the role are to:</p> <ul style="list-style-type: none"> • Manage and oversee the Berry Street brand and communication of that brand proposition across various channels • Drive innovation through our digital channels and platforms, maximizing our engagement with current and potential supporters • Drive a supporter-centric culture across the organization, integrating consumer insights and best-practice communication strategies into our messaging • Oversee the production of high quality, audience-targeted and on-brand communication pieces to assist internal stakeholders in achieving their objectives
	REPORTING RELATIONSHIPS
	<p>The role is based in Richmond and will require some travel to regional offices throughout Victoria.</p> <p>This role reports directly to the Executive Director of Supporter Engagement and supervises a team of 6 marketing and communication professionals.</p>

EXPECTATIONS	
<ul style="list-style-type: none"> • Conduct oneself in accordance with the Berry Street Code of Conduct which is underpinned by the values of accountability, courage, integrity, respect and working together within the principles of continuous improvement and occupational health and safety. • Berry Street is committed to the principles of social justice. We aim to ensure every individual is treated with dignity and respect regardless of their cultural background, ability, ethnicity, gender identity, sexual orientation, spirituality or religion. • 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 is committed to being a child safe, child friendly and child empowering organisation. In everything we do we seek to protect children. We are committed to the cultural safety of Aboriginal and Torres Strait Islander children; children from culturally and/or linguistically diverse backgrounds; children with a disability; children who identify with a sexual and or gender minority identity. 	
KEY SELECTION CRITERIA: KNOWLEDGE, SKILLS AND ABILITIES REQUIRED TO FULFIL THE ROLE	
<ul style="list-style-type: none"> • 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 practising and promoting self-care strategies. • Experience in a senior marketing leadership role with significant digital, content and brand experience • Proven track record in a team-management role with a mandate for re-development of marketing services to better meet audience and stakeholder needs • Proven experience delivering fundraising or revenue generating activities • Demonstrated experience in implementing customer-centric strategies and journeys • Strong understanding of digital channels, trends and tools, with proven ability to deliver multi-channel initiatives • Exposure to CRM and marketing automation implementation • Strong project management, monitoring and reporting skills • High-level stakeholder management skills with proven ability to influence and engage individuals cross-functionally • Experience working in a fast-paced environment, under pressure and to tight deadlines • Ability to operate at a strategic and tactical marketing level 	
QUALIFICATIONS AND OTHER REQUIREMENTS	DESIRABLE
<ul style="list-style-type: none"> • A tertiary qualification in Marketing or Business • 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. 	<ul style="list-style-type: none"> • Experience in a fundraising context and knowledge of the not-for-profit environment in Australia

KEY ACCOUNTABILITIES AND RESPONSIBILITIES

ACCOUNTABILITY	SPECIFIC RESPONSIBILITIES
Customer	<ul style="list-style-type: none"> • Drive a supporter-centric culture, bringing the latest consumer and digital trends and insights into the department and wider organisation • Transform our content marketing capabilities, creating an organisation-wide creative and content strategy and pipeline in conjunction with key stakeholders • Work closely with the Media Manager to leverage Berry Street’s awareness and positioning, ensuring an integrated approach to maximise our impact • Amplify fundraising initiatives, leveraging marketing capabilities including brand, creative, content, campaign management and digital experience • Develop and implement strategies to recruit foster carers in conjunction with regional and program directors • Work closely with the Head of Fundraising and other members of the fundraising team to develop marketing activity to maximise lead generation and conversion • Work closely with the Head of Public Policy and Advocacy to develop and implement public awareness and influence campaigns around key issues • Respond to the marketing and communication needs of regional directors, program managers and internal teams • Ensure that Berry Street’s brand strategy and style guide are up to date and communicated effectively across the organisation, advising and overseeing brand implementation
Financial	<ul style="list-style-type: none"> • Manage the marketing budget and specific campaigns and initiatives to agreed income and expenditure targets • Drive efficiencies through cost management and efficient resourcing
Process	<ul style="list-style-type: none"> • Oversee the development of donor communications to support acquisition and loyalty/retention across all donor groups, ensuring a seamless experience in line with the planned supporter journey and brand positioning • Oversee and approve content created by the digital and creative teams • Provide strategic oversight and guidance for all marketing campaigns that are briefed in from the organisation, including overseeing and approving final content • Monitor and communicate relevant environmental, customer and channel trends throughout the Strategic Engagement team and the organisation • Guide the content development process to ensure that material gathered is collected in line with Berry Street’s policies, and meets the needs of the organisation in communicating need and success • Oversee continuous improvement, maximising customer experience on Berry Street’s website and digital platforms • Establish processes and reporting frameworks to monitor and communicate performance • Execute agreed strategic priorities in line with budget, risk profile and organisational objectives
People	<ul style="list-style-type: none"> • Lead, coach and develop the marketing team, developing an innovative, customer-centric, ‘can-do’ culture committed to excellent service

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| | <ul style="list-style-type: none">• Adopt a systematic, client and outcome-centred approach to managing key internal stakeholders including the CEO and Executive Leadership Team• Develop strong working relationships with key external stakeholders, including agencies and suppliers• <u>Build strong working relationships with key sector partners and influencers in implementing integrated sector-wide campaigns and initiatives</u>• Keep abreast of relevant industry developments and ensure Berry Street's activities are consistent with these• 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.• Lead and manage in line with Berry Street's values and culture• Other duties as directed |
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CONDITIONS OF EMPLOYMENT

1. This position may be required to work additional hours as necessary, in accordance to terms and conditions within the contract of employment.
2. You will initially be employed at our Central 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 contract of employment. 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 remuneration package for this position is negotiable, commensurate with experience and qualifications. 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. Choose one
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 3 professional referees for Senior Managers, a pre-employment health declaration, a criminal records check and proof of identify and qualifications.
8. The successful applicant will initially be employed for a probationary period of 5 months. During this period, either party can terminate employment with one week's notice. A probationary review before 5 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 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