

	<b>Position Title:</b> Marketing Manager	<b>Team:</b> Strategic Engagement		<b>Region:</b> Central
	<b>Supervisor:</b> Head of Marketing	<b>Delegations and Authorities:</b> In Line with Delegations Policy	<b>Band:</b> D	<b>Date Completed:</b> May 2019

## ORGANISATIONAL INFORMATION

OUR VISION AND PURPOSE	ROLE CONTEXT
<p><b>We believe children, young people and families should be safe, thriving and hopeful.</b></p> <p><b>Our Vision for 2022: Together we will courageously change lives and reimagine service systems.</b></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><b>We look forward to working with children, young people, families, carers, staff and partners to achieve this vision. Together.</b></p>	<p>The Marketing Manager is responsible for the development, delivery and optimisation of integrated marketing strategy and activity across all channels. The role provides focused expertise and recommendations on optimisation strategies, content, campaign performance and digital marketing, utilising data to drive insights whilst identifying opportunities and risks. Reporting to the Head of Marketing, this role sits within an integrated marketing team and is responsible for delivering best practice in all operational elements of planning and delivery in marketing and communications.</p> <p>This is a senior leadership position in the Marketing team with 2 direct reports. The successful candidate will be a driven, forward thinking and strategic marketer, and is expected to show leadership and role model a collaborative, performance-driven approach to drive high quality outcomes for the organisation whilst positioning the team for success.</p>
OUR VALUES	PRIMARY OBJECTIVES OF THE ROLE
<p><b><i>Berry Street expects all staff to apply these Values in all aspects of their work.</i></b></p> <p><b>Courage:</b> to never give up, maintain hope and advocate for a 'fair go'</p> <p><b>Integrity:</b> to be true to our word</p> <p><b>Respect:</b> to acknowledge each person's culture, traditions, identity, rights, needs and aspirations</p>	<p>The primary objectives of the role are to:</p> <ul style="list-style-type: none"> <li>• Devise and execute an integrated marketing and content strategy that supports organisational strategic initiatives as well as specific campaign and revenue goals</li> <li>• Plan and execute campaigns across multiple channels including web, social, paid media, eDM and ATL</li> <li>• Plan and execute "always-on" digital activity, including SEO, to support the brand, fundraising and organisational strategies, monitoring and adjusting for optimal results</li> <li>• Act as account manager for key internal "clients", providing strategic marketing advice, planning and execution</li> <li>• Manage budget, and measure and report on the performance of campaigns and activity against goals (ROI and KPIs)</li> <li>• Line manage 2 direct reports, supporting them to do exceptional work in a positive working environment</li> </ul>
	REPORTING RELATIONSHIPS

<p><b>Accountability:</b> 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><b>Working Together:</b> to work with our clients, each other and our colleagues to share knowledge, ideas, resources and skills</p>	<p>This role is based at our Richmond office. It is part of the broader Strategic Engagement Team which also includes Fundraising, Public Policy, Media, Philanthropy and Analytics.</p> <p>This role reports to the Head of Marketing who will provide supervision and review. This role has 2 direct reports - Content Coordinator and Marketing Coordinator, Digital - and works in conjunction with a range of stakeholders across the Strategic Engagement team and the wider organisation.</p>
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## EXPECTATIONS

- 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

- Demonstrated ability to devise and execute successful integrated marketing strategies
- Proven ability to effectively manage people
- In-depth knowledge of SEO best practice and implementation
- Demonstrated experience in planning and executing effective EDM and social media programs
- Excellent analytical skills with an in-depth understanding of marketing metrics and the ability to drive insights from data
- Demonstrated project and campaign management experience
- Proven ability to effectively manage agencies to get the best out of them and drive value for Berry Street
- Proven ability to effectively manage multiple stakeholders, setting clear expectations and creating mutual value/benefits
- Proven ability to understand the marketing strategy in the broader context of organisational strategy
- Strong technical skills including hands-on experience using CMSs, email systems and Google Analytics
- Exceptional organisation and attention to detail
- Team player, collaborative, with a 'can do' solutions-oriented attitude

QUALIFICATIONS AND OTHER REQUIREMENTS	DESIRABLE
<ul style="list-style-type: none"> <li>• A tertiary qualification in Marketing, Business, or related area</li> <li>• 5+ years' integrated marketing experience</li> <li>• 2+ years' experience managing small teams</li> <li>• Experience with Google Analytics, email systems and CMSs</li> <li>• Staff must hold a valid WWCC, and undergo a Criminal Records Check prior to employment. Subsequently, staff must report any criminal charges or court appearances.</li> </ul>	<ul style="list-style-type: none"> <li>• Experience in a fast-paced not-for-profit or cause-based environment</li> </ul>

#### KEY ACCOUNTABILITIES AND RESPONSIBILITIES

ACCOUNTABILITY	SPECIFIC RESPONSIBILITIES
<b>Integrated marketing strategy &amp; execution</b>	<ul style="list-style-type: none"> <li>• Create a comprehensive marketing strategy in the broader context of the organisation's direction, considering opportunities and risks in the broader organisational context, and thinking about where Marketing can truly add value to achieve external marketing objectives</li> <li>• Implement a range of marketing activities and campaigns to meet the strategy, thinking about timing, budget, market trends and broader organisational goals</li> <li>• Have an excellent handle on tools and platforms available to support the implementation of effective marketing</li> </ul>
<b>People management &amp; leadership</b>	<ul style="list-style-type: none"> <li>• Manage a small team of direct reports, supporting their day to day needs as well as demonstrating leadership to drive high performance and engagement</li> <li>• Coordinate activities and work flow across the team to ensure marketing/team objectives are met and stakeholder needs are fulfilled</li> <li>• Fulfil the "2IC" role in the marketing team, stepping up as required to represent the team across the organisation and make timely decisions using sound judgement and strategic thinking</li> </ul>
<b>Campaign management</b>	<ul style="list-style-type: none"> <li>• Plan and execute end to end multi-channel campaigns to support various strategic initiatives across the organisation</li> <li>• Select the best mix of channels and allocate budget effectively across paid/unpaid to drive optimised results and improved ROI over time</li> </ul>
<b>Stakeholder management</b>	<ul style="list-style-type: none"> <li>• Act as the point person for a range of internal clients to provide end to end marketing planning</li> <li>• Consider where Marketing adds the most value as a strategic unit and allocate resources accordingly to service internal clients effectively</li> <li>• Manage key external agencies to drive quality service, value for money and improved results over time</li> </ul>

<b>Analysis &amp; reporting</b>	<ul style="list-style-type: none"><li>• Report on and draw insights from results across marketing and campaign activities</li><li>• Feed insights into future plans and decisions to ensure we leverage opportunities and mitigate risks</li></ul>
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## CONDITIONS OF EMPLOYMENT

1. There is no paid overtime, and the remuneration package will cover payment for the overall performance of the role including reasonable additional hours.
2. You will initially be employed at our Central office in Richmond. 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. A competitive salary package commensurate with skills and experience will be negotiated. The value of the salary can be increased through salary packaging.
5. Superannuation will be paid according to Superannuation Guarantee into a compliant fund of your choice or into HESTA Superannuation Fund.
6. 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.
7. 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.
8. 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.
9. Berry Street has a smoke-free workplace policy.