

POSITION DESCRIPTION

POSITION

EXECUTIVE MANAGER,
MARKETING AND BUSINESS DEVELOPMENT

DIMENSIONS

LOCATION	WITHIN THE CATHOLIC DIOCESE OF WOLLONGONG (MAP)
DIRECTLY ACCOUNTABLE TO	CHIEF OPERATING OFFICER
DIRECT REPORTS	<ul style="list-style-type: none">• BUSINESS DEVELOPMENT OFFICERS• MARKETING & COMMUNICATIONS OFFICER• MARKETING SPECIALIST• GRAPHIC DESIGNER (contract)
REQUIRED PRE-EMPLOYMENT CHECKS	NATIONAL CRIMINAL HISTORY RECORD CHECK

MISSION, VALUES & VISION

We seek to bring joy to those we serve by enabling growth, healing and hope. Our employees are committed to the shared values of Dignity, Integrity, Compassion and Equity in fulfilling our vision of living together in thriving communities where the human dignity of all is respected and valued. Our employment practices require all employees and volunteers to embrace and inspire others to promote the mission, vision and shared values of CatholicCare Wollongong.

STRATEGIC PLAN

We respond to the needs of those we serve and our changing environment by organising our efforts around priorities detailed in our [Strategic Plan](#).

POSITION PURPOSE

The Executive Manager, Marketing and Business Development provides senior leadership, strategic direction and management of marketing, provision of business development support to the Service Delivery executives, brand strategy, public relations, client and stakeholder engagement, event management and client analytics in an environment of rapid change.

The position works strategically as a member of CatholicCare's executive leadership team, maintaining the Agency's reputation and credibility as a leading service provider, and contributes significantly to the development and implementation of CatholicCare's Strategic Plan. Central to this role is ongoing development and implementation of CatholicCare's marketing, business development support, and engagement strategies and plans, and marketing/communications campaigns leading a shift to client-centricity and stakeholder relationship development.

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The position enhances and grows CatholicCare's visibility and impact across the diocese and implements effective engagement and marketing strategies. The position supports change management across the agency and leads staff to achieve greater effectiveness and efficiency so CatholicCare is well-positioned for future growth. This position is an evolving role, and the requirements will continue to develop as the agency moves through strategic initiatives for growth and sustainability.

KEY ROLES AND RESPONSIBILITIES

1. Provide strategic advice to the Director, COO and executive leadership team and managers to bring unique value to new business directions, marketing, communications, client and stakeholder engagement, business development and strategic partnerships
2. Lead and partner on the development, implementation and evaluation of marketing, business development and stakeholder engagement strategies, plans, projects and initiatives to align with the Agency's mission, vision, goals and direction and enhance the perceptions and experiences of clients and communities
3. Deliver market and client research, and identify industry trends and opportunities for new client segments, services, partnerships and funding aligned with CatholicCare's mission and strategic goals to inform marketing and business directions
4. Lead, develop, design and implement the CatholicCare brand strategy and lead the promotion, delivery and integrity of the brand to raise the organisation's profile, in consultation with the Director and executive leadership team
5. Support the Service Delivery Executives to Identify, build and sustain trust-based partnerships and cooperative arrangements to enhance business development and service delivery including funding bodies, research partners and Diocesan strategic partnerships
6. Establish and drive a multi-channel communications strategy within and outside the organisation and lead the development of key strategic Agency presentations and messaging
7. Support the Service Delivery Executives in building and managing tender and business development processes to meet agreed targets in accordance with strategic goals and Agency business directions
8. Direct and develop content for website and social media platforms, including proactive use of contemporary online media to drive engagement with current audiences and develop new ones
9. Monitor the media environment, develop media connections, maximise Agency visibility in appropriate channels, provide advice on emerging trends and risks, and build organisational capacity to engage in public dialogue
10. Develop engagement plans and marketing strategies to meet agency goals through fundraising initiatives, client focused vision and extending the sponsor/donor base
11. Lead CatholicCare to reframe its operating procedures for client-centricity as a single agency, lead mapping of the current client journey, and enhance practices and procedures to optimise this journey using co-design principles
12. Lead the development of client experience insights and analytics that provide an integrated single view of each client, and reports that compel strategic action systematically across CatholicCare
13. Develop and manage regular performance reports against KPIs including business growth, sales, new leads, conversion rates and fundraising

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14. Represent the Agency, developing and sustaining positive proactive relationships with key government, community and sector stakeholders and networks in order to identify trends, leverage knowledge and intelligence, and inform Agency strategic decision making processes
15. Exercise due diligence in relation to the Work Health and Safety Act 2011 and ensure health and safety awareness in all aspects of work, to identify risks and recommend improvements.
16. Actively promote CatholicCare as a service provider and employer of choice and recognise CatholicCare's brand identity in all representations
17. Apply work practices and behaviours that comply with CatholicCare's Code of Ethics and Conduct, Framework for Practice, policies and procedures

SELECTION CRITERIA

Skills, Knowledge and Experience

1. Degree or tertiary qualification in marketing or similar field
2. Highly developed business acumen and ability to provide strategic recommendations to the Director and the executive leadership team using co-design principles
3. Demonstrated experience at an executive level in business strategy and development, and managing major service deliverables, to meet strategic goals
4. Proven leadership capability in planning, managing and implementing marketing, communication, and business development strategies in a complex service environment
5. Demonstrated expertise in planning and delivering effective community and stakeholder engagement strategies, programs and supporting campaigns
6. Demonstrated expertise in building positive and productive relationships with external stakeholders that lead to improved business performance and outcomes, and with people at all levels both outside and within the organisation
7. Proven track record in leading, managing and championing complex projects, including new business initiatives, rebranding and website development, to enhance partnerships and deliver business outcomes
8. Highly developed people management skills in a multi-disciplinary environment, including the proven ability to actively drive change and engage and motivate staff
9. Superior written and oral communication skills, including the ability to prepare clear and high quality reports and marketing resources
10. Highly developed critical thinking, problem-solving and analytical skills including proven capacity to analyse complex data, draw conclusions and present recommendations for decision
11. Proven track record in managing financial management processes and systems including financial forecasting, budgeting and reporting
12. Current unencumbered driver's licence, and willingness and ability to drive across the Wollongong Diocese and travel to other locations as required

Behaviour

1. Sound understanding or the capacity to quickly acquire such an understanding, of the mission, vision and values of CatholicCare and commitment to leading staff and being a role model in applying the mission and values to all aspects of service provision and in the workplace
2. Demonstrated commitment to social justice

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3. Proven ability to ensure a high level of confidentiality and integrity and to liaise with others in a professional, respectful and constructive manner
4. A sound understanding of the needs of CatholicCare's diverse client group, including understanding of the issues affecting Aboriginal and Torres Strait Islander peoples, people from culturally and linguistically diverse backgrounds, people living with a disability and how those issues impact these peoples in engaging in services
5. A high level of self-motivation and self-awareness with the ability to self-manage time, professional boundaries and emotions
6. Ability to provide and receive feedback, reflect, learn and take appropriate action, including constructive participation in performance feedback conversations

STRATEGIC CAPABILITIES

KEY RESPONSIBILITY AREAS	ROLE REQUIREMENTS
<i>Mission & Values</i>	Understands and contributes to enacting the Mission of the organisation and the application of CatholicCare's values. Understands and articulates the application of Catholic identity and Catholic social teaching to the work of the organisational and the services provided. Models expected behaviours in delivering the Mission and in exercising executive leadership.
<i>Organisation & Sector Context</i>	Extensive understanding of the social services sector and approaches to building social and emotional wellbeing. Has and applies knowledge of current sector practices and the reform agenda. Has extensive understanding of and contributes to settling the vision, Mission, values, framework for practice, and strategic directions under which the organisation operates. Has an appreciation for and sound understanding of the mission and objectives of other relevant organisations. A broad understanding of the roles and relationships of related external agencies and organisations both government and private, local and national.
<i>Leadership & Teamwork</i>	Communicates the vision, purpose and desired culture of the organisation to guide staff. Anticipates and communicates change. Builds teams and develops staff to meet the emerging organisational needs. May lead a sizeable team of professional staff covering a diverse range of programs/projects. Also leads technical/administrative staff. Able to coordinate internal/external resources to achieve organisational objectives and gives the direction and standard of work. Is responsible for the short to medium term (1-2 years) implementation of strategic solutions. Initiates programs/projects and ensures they are properly integrated and meet target delivery agreements.

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<i>Communication / Collaboration</i>	Communicates persuasively at all levels with staff, volunteers, clients and customers, and related stakeholders/groups and organisations both within and outside the organisation. Works with relevant parties/bodies to manage relationships constructively and consistently, exercising mature judgement to achieve balanced outcomes. Well-developed writing skills, understands multiple audiences and communicates relevantly. Able to present to a wide range of audiences. Extensive network of contacts across all relevant issues. Meets expectations in contributing to senior management team performance and effectiveness, including sharing knowledge, collaborating on and contributing to cross-organisational goals. Responds positively to and incorporates feedback on own performance.
<i>Client / Customer Service</i>	Extensive understanding of the needs and expectations of clients and customers and the relevant key customer relationships. Understands the practice framework, what needs to be delivered and how, managing expectations to effectively utilise available resources. Demonstrates commitment to client and customer service philosophy – focussed on making a difference for clients. Implements and encourages use of outcomes measures and results, and models in own behaviour. Resolves complex and sensitive issues, is the escalation point for key relationship issues within the scope of the program/project.
<i>Stakeholder Relationships</i>	Understands stakeholders/groups and related organisations in the community. Has an appropriate and extensive network. Influences and engages with relevant stakeholders and supporters. Ensures the building and maintaining of positive relationships within the community and organisation image. Understands the more strategic stakeholder relationships and the importance of these.
<i>Business Principles & Practice</i>	Establishes appropriate plans, processes and systems based on sound business principles and practices. Leads program/project achievement against agreed quality, efficiency, and effectiveness performance criteria. Promotes performance and results measures. Assumes responsibility for the efficient and effective utilisation of resources on major programs. Accountable for achieving objectives on time and within budget. Negotiates and/or approves the allocation of resources. Contributes to business planning and business review processes.

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<i>Quality Improvement & Innovation</i>	Applies innovative and evidence-informed strategic thinking to business plans and/or operational problems and opportunities. Defines issues/problems/opportunities, unravels complexity, challenges the status quo and explore alternatives. Ensures the strategic and practice compatibility of solutions. Plays a key role in developing and applying the practice framework. Establishes team processes and environments to encourage innovative work. Set continuous improvement and quality goals over a 1-2 year timeframe. Coordinates and/or monitors implementation of plans for multi area program/projects in pursuit of service, quality and business outcomes.
<i>Professional Learning</i>	Extensive sector level understanding. Relates strategic issues to sector understanding. Postgraduate training in management. Personal professional credibility beyond the organisation. Undertakes regular professional development.
FUNCTIONAL CAPABILITIES	
KEY RESPONSIBILITY AREAS	ROLE REQUIREMENTS
<i>Strategic and Operational Planning</i>	Develops strategic and operational plans for organisation or for a significant function within the organisation. Plans are aligned with the organisation's mission and direction and are linked to annual operating/budget plans and cycles. Opportunities for attracting clients and achieving growth are tested and built into approved plans. Provides input into contingency planning. Works collaboratively with other managers and relevant staff in the planning process. Ensures plans provide the framework within which the organisation/function must operate including the service, financial and community context.
<i>Risk Management</i>	Balances risks and the compatibility of solutions with legislation, financial and other organisational constraints. Understands and determines the impact of decisions on the function or organisation and other parties, utilising a developed knowledge of the organisation and sector context. Has a developed knowledge of relevant business and commercial approaches to risk. Understands the tension between financial and social purposes. Actively assesses risks to clients and staff and establishes risk controls in areas. Conducts periodic review of activities to ensure compliance with legislation, accreditation requirements, and risk objectives. Communicates the impact of identified risks and recommends corrective action. Acts to address breaches

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	or recovery requirements. Ensures managers safeguard clients and staff and operate within the organisation's risk framework and internal policies and procedural guidelines.
<i>Contract Management</i>	Ensures all reporting requirements are met and operational controls are in place to enable review of ongoing contract performance. Is able to interpret and identify issues in contracts and escalate appropriately. Consults on when to seek external legal advice on contract provisions, providing relevant program and business information. Establishes policies and systems to enable effective contract management. Ensures operational managers and key staff can read, understand and interpret relevant contracts.
<i>People Management</i>	For a diverse range of programs/projects or functional area, ensures people management activities are consistent with organisation values, policy and annual plans. Ensure recruitment, performance management, professional supervision and learning and development processes are in place and reflect team and organisation priorities. Build teams capacity and motivates team members. Provides regular feedback. Recognises and rewards performance. Ensures team members are developed. Ensures the early resolution of staff conflict and grievances. Meets organisation human resources policy, procedural and reporting requirements.
<i>Finance/ Resource Management</i>	Understands the totality of projects or programs/services undertaken within the organisation. Monitors the outcomes and cost effectiveness of similar projects or programs/services undertaken by other organisations. Negotiates and/or approves the allocation of resources. Assumes responsibility for the efficient and effective utilisation of funds and resources on major programs. Accountable for achieving objectives on time and within budget.