

Job Description

**Position:** Team Leader - Marketing and Communications

**Division:** Engagement and Development

**Reports To:** Manager Engagement and Development

**Direct Reports:** Marketing and Communications Coordinator and Marketing Officers

**Level:** 7

**Agreement:** VisAbility Limited Enterprise Agreement 2018 - 2021

**Purpose:**

This role manages the engagement, marketing and brand strategy of the Guide Dogs WA and Guide Dogs Tasmania brands. The position involves coordinating a range of high-quality outputs including content creation, marketing campaigns, media relations, graphic design, digital marketing and social media management.

# Our Vision

Inclusion and independence for all.

# Our Values

Be there for everyone.

Trust and be trustworthy.

Collaborate and be innovative.

# Our Purpose

To give everyone living with vision loss the support and confidence they need to thrive in the community.

## We Aspire To

* Create a positive environment through our interactions with others
* Promote honesty by having moral and ethical principles
* Practice decision making with confidence
* Build trust through personal leadership
* Embrace change and be solution focused

## We Strive To

* Continually pursue excellence and use best practice procedures
* Always act with respect and dignity toward others
* Engage in honourable conduct
* Be accountable for our actions
* Act professionally in all situations, especially when publicly representing our organisation
* Achieve our personal and work goals
* Take a proactive approach to coaching, learning and sharing knowledge

# Key responsibilities and accountabilities

* In liaison with the Manager Engagement and Development, develop and implement the Guide Dogs WA and Guide Dogs Tasmania marketing strategies and communications plans.
* Strategic development of writing and production of marketing and promotional material for donor and supporter directed communications.
* Strategic development of writing and production of marketing and promotional material to promote Guide Dog program awareness and educate the community within the relevant state.
* Provide leadership and direct line management to team members.
* Contribute to the recruitment, induction and professional development of staff as required.
* Coordinate the digital marketing strategy for Guide Dogs WA and Guide Dogs Tasmania including the website, eDMs, social media and web articles, as well as analytics and online advertising.
* Measure and report to Manager Engagement and Development on digital and social media strategy.
* Create, maintain and strengthen the Guide Dogs WA and Guide Dogs Tasmania brands in all forms of media in accessible formats (online, print, academic).
* Create and curate engaging content including photography, video and graphics in line with strategy and content plan.
* Coordinate and support the development of all Guide Dogs WA and Guide Dogs Tasmania marketing collateral materials in line with accessibility guidelines.
* With the Manager Engagement and Development, oversee implementation of brand strategy and style guide.
* Identify, develop, and coordinate media strategy, including the development of press releases, case studies and speaking proposals as required.
* Coordinate the design of marketing material and promotional literature for all Guide Dogs WA and Guide Dogs Tasmania initiatives.
* Work with the fundraising team to produce donor centred material as required by the Fundraising staff.
* Research media coverage and track competitor activity by keeping abreast of market changes and the marketing mix used by competitors. to identify effective promotional methods
* In liaison with the Manager Engagement and Development, review achievements and issues, and set goals on regular basis to ensure strategic and operational objectives are being met.
* Assist in the preparation of reports for the Manager Engagement and Development.
* Actively seek information from VisAbility’s Process Mapping System and contribute to the creation and ongoing improvement of VisAbility’s processes through providing input, feedback and suggestions.
* Other duties as required by the Manager Engagement and Development.

# Skills and attributes required

## Essential:

* Bachelor’s degree, preferably in marketing, public relations, journalism or a related communications field.
* 5 years minimum marketing, communications, media or public relations experience. Experience working across various forms of publications.
* Previous experience managing fundraising and marketing programs.
* Proven ability in developing and implementing successful marketing strategies leading to improved operational outcomes.
* Proven ability to motivate and lead a team and deliver results through leadership.
* Sound ability to make decisions and solve problems though research, reflection, analysis and rigorous evaluation.
* Exemplary written and oral communication skills.
* Proven ability to successfully manage large scale projects
* Experience in managing communications programs focused on community engagement and donors.
* Exceptional organisation skills and attention to detail to support working to tight deadlines.
* Proven ability to establish and maintain relationships with key internal and external stakeholders.
* Ability to travel independently as required for events or off-site meetings.

## Desirable:

* Print house and graphic design experience and/or exposure preferred
* Experience in/exposure to direct marketing principles and programs
* Knowledge of WCAG2.0 website development accessibility guidelines.
* Previous experience in website development.
* Valid “C” or “E” class driver’s license.