

POSITION DESCRIPTION

1.	<u>Position</u>	Marketing and Brand Manager
2.	<u>Overview and Role Purpose</u>	<p>The Marketing and Brand Manager is responsible for providing marketing and brand leadership to support achievement of occupancy, reputation and community engagement targets for significant Hall & Prior Health & Aged Care Group (H&P) projects.</p> <p>This includes delivering on marketing strategies and tactics, driving brand aligned and targeted promotional campaigns, driving community engagement programs, building the project brand and reputation through effective communication planning and execution, including content development and media management, as well as measuring and learning from customer satisfaction monitoring.</p> <p>In conduct, presentation and professionalism the employee must be a role model for all staff within the Hall & Prior Aged Care Group ("H&P").</p>
3.	<u>Working Environment</u>	<p>H&P is an organisation that celebrates diversity and endeavours to provide a respectful, balanced, family friendly and relationship centred working environment. It has three business planning principles that promote the value and importance of all of its employees and the contribution they make:</p> <p>PEOPLE We know that the quality of our workforce is the key to our future success. We invest in developing and educating our people and providing a working environment that will allow the attraction and retention of quality people.</p> <p>SERVICES We are working to become an aged care solutions provider of choice, delivering tailored care services to consumers. To achieve this we ensure that our workforce is sufficient, skilled and qualified to provide safe, respectful and quality care and service to our consumers.</p> <p>BRAND We are working to become recognised as the aged care provider of choice and employer of choice.</p> <p>The services are Commonwealth accredited, certified and funded aged care homes and community services that operate within the legislative and regulatory arrangements of the Aged Care Act 1997 (Cth), supported by a corporate structure.</p>
4.	<u>Key Accountabilities</u>	<p>The Marketing Strategy and Brand Manager is responsible for understanding and complying with all of the following key accountabilities.</p> <p>(a) Organisational capacity</p> <p>(i) Contribute to capacity development through learning, leadership, collaboration and service.</p> <p>(ii) Vision, Mission, Values and Objectives: Support the vision, mission, values and objectives of the H&P.</p> <p>(b) Financial</p> <p>(i) Meet budget requirements of the role,</p> <p>(ii) Contribute to the financial sustainability of the organisation and</p> <p>(iii) Ensure effective use of resources and recognised supply agreements.</p> <p>(c) Customer experience:</p> <p>(i) Provide customer focused services and demonstrate customer satisfaction</p> <p>(ii) Adapt services to the client and market need</p> <p>(d) Internal processes:</p> <p>(i) Ensure all H&P policies and procedures are strictly adhered to; and</p>

POSITION DESCRIPTION

- (ii) Proactively work within the organisational framework to continuously develop and improve these policies and procedure;
- (iii) Practice in accordance with professional guidelines, scope of practice.
- (iv) Ensure that all regulatory compliance standards are met.
- (v) Manage the efficient use of technology, resources and infrastructure to deliver efficient and flexible services.
- (vi) Contribute to a physical and psychologically safe workplace; and maintain professional working relationships with colleagues and stakeholders.
- (e) **Deliverables:**
 - (i) Deliver on project or program expectations
 - (ii) Communicate with key stakeholders
 - (iii) Support any change management required to ensure program success.

The employee must report regularly against these accountabilities to the Responsible Executive in accordance with KPIs outlined at clause 5 below and within organisational planning and strategic documents published and distributed annually.

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5. **Key Performance Indicators**
- (a) Key Performance Indicators (“KPI”) measuring the performance against the key accountabilities described above, will be determined by the CEO, in consultation with the MCC. KPI may be individual or team based performance outcomes determined in consultation with the team. The individual and team based KPIs are outlined as follows:
 - (i) **Organisational capacity;**
 - Metrics re reach of marketing (ie # web hits, calls, brand awareness)
 - Brand metrics to be agreed with MSBM
 - (ii) **Financial:**
 - Deliver activity to agreed budgets
 - Demonstrated impact in commercial outcomes
 - (iii) **Customer experience:**
 - Service delivery timeframes met
 - Customer service
 - Quantity and quality of services provided.
 - (iv) **Internal processes:**
 - Adherence to policies and procedures
 - (v) **Deliverables for project and programs:**
 - Enable change through CI project(s) implementation.
 - (b) Annual increases in the remuneration package will be subject to the Marketing Strategy and Brand Manager meeting agreed performance standards as measured by the KPI’s or team based outcomes.
 - (c) Failure to meet the agreed performance standards may result in Marketing Strategy and Brand Manager undergoing performance counselling and/or disciplinary action up to and including termination of employment.
 - (d) The CEO retains the discretion to determine the quantity of any annual increase of the Marketing Strategy and Brand Manager remuneration package.

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6. **Key Roles and Functions**
- The Marketing and Brand Manager is responsible for performing the following specific roles and functions whilst employed in the role for H&P.
- (a) **Marketing and communications management**
 - (i) Develop project marketing plans to support the development of new products and projects, significant residential care development budgets.
 - (ii) Develop communications plans to support stakeholder engagement, internal and external communications to support the project, project updates, media management, database management, and social media.

POSITION DESCRIPTION

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- (iii) Oversee the development of marketing materials across each customer touchpoint, including brochure ware, websites, social media platforms, promotional campaign assets, welcome packs/stationary, and event materials.
 - (iv) Development of key internal stakeholder and identities and profiles on social media to build brand awareness and market confidence in projects.
 - (v) Deliver on marketing strategies across both B2C and B2B, including relationships, events, sales, brand, designed to capture market share, attract talent, strategic partners and community – translating into project profitability.
 - (vi) Work closely with the project team and Executive Director to develop lead generation campaigns and referrer engagement programs, sales tools and presentations as required.
 - (vii) Oversee the development of our digital footprint, run digital and social media campaigns for both customer and staff recruitment, and approach our brand from an online point of view.
 - (viii) Develop synergies between project marketing and business marketing strategies to achieve a transition in brand and market positioning.
 - (ix) Gain a deep understanding of the customer experience, identify and generate new ideas that grow market share, improve customer experience and drive growth. This includes driving customer satisfaction monitoring programs.
 - (b) **Brand Management:**
 - (i) Champion the development of the nominated project Brand, including developing the brand mark, brand story, visual identity and tone of voice elements.
 - (ii) Build the community relationship, engagement and excitement with nominated projects, and develop a market position for future customers, employees, suppliers and key community stakeholders
 - (iii) Development and use of style guides and templates, signage, collateral
 - (iv) Translate brand strategies into brand plans, brand positioning and go-to-market strategies where required.
 - (v) Measure and report on all brand campaigns against targets.
 - (c) **Stakeholder relationship management:** includes developing and maintaining relationships with key internal personnel, clients and stakeholders. This may include suppliers, clinical partners, and other stakeholders. Project based stakeholders including all levels of Government, building contractors and suppliers, neighbours and key local area groups.
 - (d) **Management meetings and reporting:** includes attending and participating in corporate meetings as directed by the CEO, and preparing written reports and maintaining records.
 - (e) **General:**
 - (i) Contribute to the development of organisational strategic development, including annual plans, project plans and operational plans;
 - (ii) Delivery of outcomes and objectives outlined in the planned strategic and operational activities;
 - (iii) Participate in personal development activities, performance assessment and development plan and periodical training relevant to the position;
 - (iv) Maintain external credentials and professional development relevant to the position to ensure competence and work performance
 - (v) Other duties as prioritised and directed by based on organisational needs or changes, eg as described in operational plans or projects;
 - (i) This position description may be updated periodically to reflect operational needs.
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POSITION DESCRIPTION

7.	<u>Fitness for Work</u>	H&P employees must be fit to perform the inherent requirements of this role, which includes, but are not limited to, physical demands of walking, squatting, lifting, pushing, pulling and standing for sustained periods and cognitive demands of supporting end of life, decision making, varied patterns of work and working with people. Further detail regarding fitness for work is contained in the H&P Occupational Safety and Health Policy.
8.	<u>Responsible Executive</u>	Chief Executive Officer The reporting arrangements for this position are outlined on the organisational chart.
9.	<u>Selection Criteria</u>	The following criteria may be considered by H&P in selecting an individual to perform the role. (D) indicates a desirable but not essential criterion)
9.1.	Skills and attributes	<ul style="list-style-type: none"> (a) Ability to treat each consumer with dignity and respect, with their identity, culture and diversity valued; (b) Exceptional communication skills, written and verbal. (c) Ability to work autonomously, as well as part of a team. (d) Strong organisational and time management skills.
9.2.	Knowledge	<ul style="list-style-type: none"> (e) Proficiency in the Microsoft Office (ie Word, Excel, Outlook, etc), and relevant industry software, including brand and marketing analytics and enhancements; (f) Knowledge and commitment to Occupational Safety and Health and Equal Opportunity in all aspects of employment and service delivery; (g) Strong marketing, communications, brand development, key stakeholder and relationship management experience, demonstrated capability. (h) Experiencing managing budgets, project deliverables, reporting and resources (including people) (i) Events management experience, knowledge and skills.
9.3.	Qualifications	<ul style="list-style-type: none"> (j) Desirable Marketing and Communications / and or Business Management qualifications or experience working within a significant brand or marketing organisation reporting to CEO/Executive. (k) Credentials to work, including rights to work in Australia, National police clearance, current driver's license. (l) Vaccination evidence or willingness to be vaccinated to support client and personal wellbeing (influenza and other role specific requirements);
9.4.	Experience	<ul style="list-style-type: none"> (m) Demonstrated experience (5 years +) and proven results in marketing and brand management for new significant brands or products (n) Experience working in the age care or services based sector is desirable but not necessary (o) Experience managing marketing budgets > \$500k (p) Ability to manage multiple agencies to deliver on tactical initiatives
10.	<u>Authority to Act</u>	<p><i>This section is generic and applies to all positions in the organisation.</i></p> <p>The Marketing Strategy and Brand Manager has authority to act within the parameters defined in the gazetted policies and procedures of H&P, and the requirements of all relevant legislation and regulation. However, and for the avoidance of doubt, the following restrictions and limitations apply to the Communications and Publications Coordinator's authority to act:</p> <ul style="list-style-type: none"> (a) Not to make financial commitments: <ul style="list-style-type: none"> (i) Must not enter into any legal or binding agreement with any supplier or other party except as required in the discharge of the ordinary duties and functions of the role, and with suppliers approved by H&P; (ii) Must not order goods or services or commit to operating expenditure in excess of that specified in the operating budget authorised by the CFO;

POSITION DESCRIPTION

- (iii) Must not commit to capital expenditure of any nature without the approval of the CFO;
- (iv) Must not set the scale of fees and charges for any new or existing resident. The fees and charges in respect of each resident are set by the CEO and implemented by the CFO.
- (b) **Not to make representations on behalf of H&P:** All staff within H&P are strongly encouraged to participate actively in any aged care or related industry activity that will enhance their personal and professional development and good standing, and where appropriate H&P may offer assistance in these endeavours in the form of financial support and/or time off. However, to protect the intellectual property, reputation and good standing of H&P, the following limitations are placed on the Communications and Publications Coordinator's participation in these activities and entitlement to represent H&P:
 - (i) Must not make any comment or representation to any part of the media on behalf of or as a representative of H&P, or respond to any media enquiries (all media enquiries are to be referred and directed to the CEO immediately);
 - (ii) May only participate in aged care or related external committees, working groups or working parties, or attend or present to aged care or related conferences or seminars, after consultation with and the consent of the CEO;
 - (iii) Must not write to or otherwise communicate with or make any representation to any government department or agency (Commonwealth, State or Local) other than in the normal course of fulfilling the duties and roles of the position, without consultation with and the consent of the CEO;
 - (iv) Must not accept any academic appointment or advisory role with any institution or organisation without consultation with and the consent of the CEO;
 - (v) Must not contribute to the development of aged or health care policy for any political party or other organisation without consultation with and the consent of the CEO.
- (c) **Not to divert from H&P employment policies and practices:**
 - (i) Must not recruit or appoint employees of any category or level not authorised on the approved roster and budget;
 - (ii) Must not use any model of employment other than permanent employees, or in instances where no permanent employee is available, casual employees then agency staff (in that order).
- (d) **Not to dismiss any employee of the Group :**
 - (i) in circumstances where a manager believes the summary dismissal of an employee is warranted, the matter is to be referred directly to the CEO;
 - (ii) in all other circumstances where the manager believes the dismissal of an employee is warranted, the matter is to be referred to the EGM or CEO.