

## POSITION DESCRIPTION

<b>Position Title</b>	Marketing Manager
<b>Current Incumbent</b>	New role
<b>Department</b>	TBC
<b>Location</b>	Support Centre
<b>Reports To (<i>Position</i>)</b>	Executive Lead Marketing and Communication
<b>Positions Reporting to this Position</b>	Nil
<b>Effective Date (of PD)</b>	February 2019

<b>Main Purpose/ Primary Objective</b>	<p>The primary purpose of this role is to manage the local area marketing and sales planning and execution of Lutheran Services' Retirement Living, Aged Care and Home Support businesses to meet all local area sales and marketing objectives and KPIs.</p> <p>The role will also support strategic marketing, communication and sales capacity building projects from time to time of other service streams such as Home Support or NDIS product development.</p> <p>The role will work as part of a multidisciplinary team and will work collaboratively with staff locally, across other services and the head office marketing and communication team.</p>
--	--

<b>Key Accountabilities/Key Result Area</b>
<ul style="list-style-type: none"> <li>• Develop and execute marketing and sales plans for all local services across all service streams.</li> <li>• Work with Service Managers as key stakeholders of the marketing and sales plans</li> <li>• Work with external media buyers to develop and manage annual media buying plans.</li> <li>• Work with external digital specialists to manage a centralised digital marketing program.</li> <li>• Plan and project manage local area marketing campaigns and events.</li> <li>• Train, support and monitor the performance of the Client Services Advisors (or equivalent roles) at the aged care services.</li> <li>• Manage the creative development of promotional materials, website content, advertisements, and other local area marketing-related projects.</li> <li>• Manage various external suppliers such as media buyers, advertising/marketing/research agencies and other outsourced services as required.</li> <li>• Work within the Marketing and Communication team to develop cost-effective</li> </ul>

## POSITION DESCRIPTION

<p>marketing plans for each service</p> <ul style="list-style-type: none"> <li>• Track all marketing and sales data and prepare written reports and verbal presentations to bring to senior executives</li> <li>• Adjust marketing campaigns and strategies as needed in response to collected data and other feedback</li> <li>• Contribute to the development of content to support digital and print projects.</li> <li>• Plan and manage market research as required.</li> <li>• Plan and drive service and product development to ensure Lutheran Services deliver on its brand promise and can meet market expectations.</li> <li>• Provide support to marketing capacity and capability projects from time to time.</li> </ul>
---

<b>Key Relationships/ Interactions</b>	Client Service Advisors, Service Managers, Marketing and Communication team, Support services, local Lutheran congregations, community groups, external providers, health and hospital referrers, other facilities.
--	---

<b>Position Requirements (Knowledge and Experience)</b>	<ul style="list-style-type: none"> <li>• Bachelor's degree in marketing, business administration, communications or related field (MBA preferred)</li> <li>• 10+ years in marketing and business development.</li> <li>• Demonstrated experience in the development and execution of high performing marketing and sales plans that include digital, complex media buying, community marketing, copy writing, research and analysis elements.</li> <li>• Excellent communication and decision-making skills</li> </ul>
---	--

<b>Culture</b>	<p>At Lutheran Services we want to build a culture that will support high performance. Our leadership team, believes a high performance culture will be characterised by:</p> <ul style="list-style-type: none"> <li>▪ a learning and growing environment</li> <li>▪ a high achievement orientation</li> <li>▪ a sharing environment - information, resources, ideas and goodwill</li> <li>▪ commitment to being the best we can be</li> <li>▪ humility, fairness and openness in how we go about our work.</li> </ul> <p>All within the context of acting in the best interests of Lutheran Services, and working in accordance with our Values.</p>
----------------	---

<b>Prepared By</b>	<i>Date</i>	/	/
--------------------	-------------	---	---

## POSITION DESCRIPTION

---

We certify that the content of this position description is accurate:

<b>Incumbent's Signature</b>	<i>Date</i>	/	/
----------------------------------	-------------	---	---

<b>Manager's Signature</b>	<i>Date</i>	/	/
----------------------------	-------------	---	---