



POSITION DESCRIPTION

Position Title:	Marketing and Communications Manager
Location:	Box Hill
Reporting to:	General Manager Marketing and Fundraising
Direct Reports:	N/A

ORGANISATIONAL CONTEXT

Our Vision

The Society aspires to be recognised as a caring Catholic charity offering 'a hand up' to people in need. We do this by respecting their dignity, sharing our hope and encouraging them to take control of their own destiny.

Our Mission

The St Vincent de Paul Society (the Society) is a lay Catholic organisation that aspires to live the gospel message by serving Christ in the poor with love, respect, justice, hope and joy, and by working to shape a more just and compassionate society.

Our Values

- Commitment: Loyalty in service to our mission, vision and values
- Compassion: Welcoming and serving all with understanding and without judgement
- Respect: Service to all regardless of creed, ethnic or social background, health, gender, or political opinions
- Integrity: Promoting, maintaining and adhering to our mission, vision and values
- Empathy: Establishing relationships based on respect, trust, friendship and perception
- Advocacy: Working to transform the causes of poverty and challenging the causes of human injustice
- Courage: Encouraging spiritual growth, welcoming innovation and giving hope for the future

Our Services

The St Vincent de Paul Society's members and volunteers provide practical support, advocacy and friendship to the most vulnerable in our community.

Key services include home visitation; youth programs; soup vans; assistance for asylum seekers and refugees; Compeer programs for people experiencing mental illness; education and tutoring; overseas development programs and a range of accommodation and social services through the VincentCare Victoria network.

Volunteer service is the backbone of the St Vincent de Paul Society. The Society is made up of dedicated 'members'; all who volunteer their time to undertake a range of community support activities at a local level ('conference'), semi-regional level ('regional'), regional level ('central'), and state level ('state'). There are also a number of volunteers who form part of collaborative state and national committees, special works and also service the Vinnies Shops.

The St Vincent de Paul Society in Victoria has more than 3,458 members and 8,660 other volunteers. In Australia, there are 19,950 members and 38,025 volunteers. Internationally, the Society operates in 150 countries and has over 800,000 members and volunteers.

PURPOSE OF ROLE

Reporting to the General Manager Marketing and Fundraising, the purpose of the role is to lead the Marketing and Communications team in the development and effective stewardship of all marketing and communications activities.

The Marketing and Communications Team consists of the following direct reports:

- Marketing Coordinator
- PR Coordinator
- Digital Marketing Coordinator
- Graphic Design Specialist

The following objectives will underpin and inform all activity for the Marketing and Communications Team in the 2018 – 2019 financial year:

- **Brand:** Support and/or manage internal and external communications channels and activities for Vinnies Victoria, to ensure the organisation maintains a strong and consistent brand presence in market.
- **Corporate:** Strengthen the role of corporate leaders in advocating on behalf of people we assist and raising funds to support our good works
- **Fundraising:** Support the development and roll-out of seasonal appeals and acquisition campaigns, to secure positive growth in Vinnies' major donor base and overall revenue.

KEY ACCOUNTABILITIES

Key Accountability	Deliverables
Contribute to the organisational culture	<ul style="list-style-type: none"> • Demonstrate understanding and empathy with the mission and ethos of the St Vincent de Paul Society and ensure the Society's values are incorporated into all aspects of the performance of the role • Respect the Catholic values inherent within the Mission of the organisation and the expression of spirituality and reflective practice in the workplace • Positively contribute to and influence organisational culture • Actively participate in activities that develop your personal and professional skills, knowledge and experience • Regularly attend and actively participate in all team / divisional and organisational meetings • Contribute to developing a culture of continuous improvement and respond positively to change
Safety	<ul style="list-style-type: none"> • Take reasonable care for your own safety and that of others that may be affected by your actions or lack of actions • Identify and report hazards within 24 hours of them occurring on the incident reporting system • Manage day to day risks in line with policy and procedures



Campaign activity	Centralise campaign planning and production: Work collaboratively with the Marketing and Fundraising Team, Human Resources Team, Retail Support Team and Service Development Team to coordinate a central calendar of internal and external marketing and public relations campaigns for the next financial year. This will include provisions for resourcing (in-house and externally), channel breakdown, and assigned budgets (as per each department's business plans).
Digital marketing	<p>Manage the Digital Coordinator to deliver on the following:</p> <ul style="list-style-type: none"> • Digital strategy and 'clean-up': This will include working with a designated agency to produce a clear, cross-department digital strategy for Vinnies Victoria and a complete digital 'clean-up'. It will include end-to-end lead generation campaigns, SEO activity, SEM activity and Google Analytics measurement and reporting. • Social media content calendar: Manage content marketing for Vinnies' social media channels, by working collaboratively with the Marketing and Fundraising Team, Human Resources Team and Retail Support Team. This will include content creation (copy writing and creative), scheduling, budgeting and reporting. • Email signatures: Manage an email signature calendar, including production and dissemination of email signature assets to all internal stakeholders. • Measurement and reporting: Provide monthly digital marketing reports for senior management, inclusive of performance metrics from Vinnies Victoria's social media channels, customer service insights/sentiment, expenditure, and key digital marketing learnings for upper management. • Digital lead generation campaigns: Work collaboratively with the Marketing and Fundraising Team, Human Resources Team and Retail Support Team to coordinate the production and roll-out of lead generation campaigns for regular giving, donor acquisition, volunteer recruitment and foot traffic / engagement with Vinnies Shops. • EDM campaigns: Streamline EDM campaigns for key audiences, including the distribution of Society News to internal stakeholders; Vinnies Shops customers (TBC); segmented fundraising EDMs; segmented Vinnies CEO Sleepout EDMs. • Website management: Provide always-on counsel and support for content management, issues management and page development for key websites, including vinnies.org.au, ceosleepout.org.au and Sharepoint (internal).
Media buying and planning	<ul style="list-style-type: none"> • Centralise media buying plan: Work collaboratively with the Marketing and Fundraising Team, Human Resources Team and Retail Support Team to coordinate a central calendar of media buying activity for the next financial year. This will include centralisation of creative production/sign-off and buying services. • Brief, schedule, and report on media buying: Work collaboratively with media buying partners (Dentsu and designated digital agency, TBC) to



	brief, schedule, and report on the outcomes and ROI of media buying campaigns.
Public relations	<p>Working with the PR Coordinator deliver on the following:</p> <ul style="list-style-type: none">• Media monitoring: Provide daily media monitoring services for in-house stakeholders to monitor media coverage; keep abreast of major issues and/or areas of advocacy in the news; and report on effectiveness of proactive public relations activity.• Public relations: Provide proactive public relations support for planned marketing campaigns (as per calendar); Vinnies Shop openings; major events; seasonal appeals; and ad hoc advocacy initiatives.• Media training: Liaise with our PR agency to provide quarterly and/or ad hoc media training services to support the Senior Executive Group (SEG) and assigned spokespeople, to support campaigns and issues management.• Messaging documents: Produce an annual suite of messaging documents and fact sheets to support campaigns, issues management and internal/external communications.• Issues and crisis management: Provide specialist counsel on ad hoc matters of brand risk for Vinnies Victoria and/or critical stakeholders, in partnership with the Senior Executive Group (SEG).
Editorial	<ul style="list-style-type: none">• Editorial style guide: Produce and roll-out a revised Editorial Style Guide for Vinnies Victoria, taking into consideration tonality and language for key stakeholder groups and communications channels.• Personal branding: Provide specialist counsel and/or asset production (shadow writing, op eds, speech writing, social media posts, etc) for the Senior Executive Group (SEG) to support campaigns, issues management and internal/external communications.• CEO / SEG communications: Provide editing and/or copy writing services for the production of the CEO memo (monthly) and other ad hoc corporate communications as required on behalf of the Senior Executive Group (SEG).• Newsletters: Provide editing and/or copy writing services for the production of Vinnies Voice (monthly); Societynews (bi-monthly); youth newsletter/s (quarterly); The Record (produced nationally quarterly, contributions only); Vinnies Moments (bi-annually).• Major publications: Provide editing and/or copy writing services, and design management for the production of the Philanthropy Report (annually); A Call to Serve (annually); Mission and Spirituality Guide (annually); specialist campaign initiatives (ad hoc, e.g. Soup Van book, Vinnies CEO Sleepout book).• Volunteer support communications: Provide editing and/or copy writing services, and design management for the ad hoc production of volunteer/member support communications for the Human Resources Team and Service Development Team.• Marketing communications: Provide editing and/or copy writing services, and design management for the production of marketing campaigns (as

	per calendar).
Graphic design	<p>Manage the Graphic Design specialist and Marketing Coordinator to provide:</p> <ul style="list-style-type: none"> • Brand/creative advisory services: Provide brand/creative advisory services for major campaigns, projects and events, including the Vinnies CEO Sleepout; Back to School Appeal (Autumn); Soup Van Appeal (Spring); major donor packages; community fundraising packages; Just Art; Ozanam Conversation; A Call to Serve; Mission and Spirituality Guide; Human Resource Team campaigns and/or collateral; Service Development Team campaigns and/or collateral. • Graphic design services: Provide always-on graphic services for major campaigns (as per calendar); social media content; advertising production; marketing collateral; and ad hoc internal/external communications.
Events	<p>Provide integrated communications counsel for the following annual events:</p> <ul style="list-style-type: none"> • Donor events: Relationship building events with donors to showcase Vinnies' good works and thank donors. • Volunteer events: Ozanam Lecture, Thanksgiving Mass, A Call to Serve, Anti-Poverty Week, Vinnies Youth Ball, National Volunteer Week. • Youth and Education Development Team events: Vinnies Kids Camps, College Conference Days, Just Art. • Vinnies CEO Sleepout: Melbourne and Geelong. • Community Sleepouts: Community fundraising and advocacy event package for schools, conferences, corporates and other community groups. Hosted annually, multiple sites. •
National Advisory	<p>Attend and/or support National Marketing Committee (NMC) assigned working groups/networks, including:</p> <ul style="list-style-type: none"> • Media and communications network, inclusive of senior counsel for public relations, issues management and thought leadership. <u>Communication via email and/or ad hoc meetings as required.</u> • Vinnies CEO Sleepout working group (media and communications representative). <u>Communication via Asana and monthly teleconferences (or as directed by National Manager Strategic Marketing).</u> • Digital Working Group (DWG). Communication via Asana and fortnightly teleconferences (or as directed by National Digital Marketing Specialist). • Content Management Group (CMG). <u>Communication via Asana and fortnightly teleconferences (or as directed by National Digital Marketing Specialist).</u>
Corporate donors	<ul style="list-style-type: none"> • Vinnies CEO Sleepout (Melbourne): Strategic development and implementation of a fully integrated internal and external communications campaign to support the Vinnies CEO Sleepout in Melbourne (all disciplines engaged). <u>Timing: November - June.</u> • Vinnies CEO Sleepout (Geelong): Strategic development and

	implementation of a fully integrated internal and external communications campaign to support the Vinnies CEO Sleepout in Geelong (all disciplines engaged). <u>Timing: November - June.</u>
Community Fundraising	<ul style="list-style-type: none"> • Community, school and corporate sleepout packages: Undertake detailed review and refresh of all collateral ahead of 2019 campaigns.
Seasonal appeals	<ul style="list-style-type: none"> • Support all seasonal appeals with media buying, digital marketing (social media, EDMs) and public relations services. • Support the creative development and production of locally produced appeals (Autumn, Back to School and Spring, Soup Vans) with communications, graphic design, media buying, digital marketing (social media, EDMs) and public relations services.
Regular Giving	<ul style="list-style-type: none"> • Support the creative development and implementation of social media content to support lead-generation and donor 'thank you' activity for the Everyday Kindness regular giving program. <u>Timing: always-on.</u> • Support the creative development and implementation of social media and/or SEM advertising campaigns to support lead-generation and donor 'thank you' activity for the Everyday Kindness regular giving program. <u>Timing: quarterly.</u> • Support the creative development and production of EDMs for the Everyday Kindness regular giving program. <u>Timing: quarterly.</u> •

POSITION CONTACTS

Most Frequent Contacts	Internal/ External	Nature or Purpose of Contact
General Manager Marketing & Fundraising	Internal	<ul style="list-style-type: none"> • Direction/advice/support and provision of information
Marketing team consisting of PR Coordinator, Marketing Coordinator, Digital Marketing Coordinator and Graphic Design Specialist	Internal	<ul style="list-style-type: none"> • Manage Marketing Team
Other SVDP staff, members and volunteers	Internal	<ul style="list-style-type: none"> • Work with all staff and provide exemplary customer service and pro-active communication



Media, PR agency staff, advertising agency staff, photographers, designers, printers.	External	<ul style="list-style-type: none">• Conduct business, promote and raise awareness of SVDP
General public	External	<ul style="list-style-type: none">• Provide information, promote and raise awareness of SVDP

DELEGATIONS OF AUTHORITY

You will be required to work within the delegations of authority policy.

KEY PERFORMANCE INDICATORS

These will be developed by the Manager in consultation with the incumbent and will regularly be reviewed.

THE LIST OF RESPONSIBILITIES HEREIN IS NOT INTENDED TO BE ALL-INCLUSIVE, AND MAY INCLUDE ADDITIONAL RESPONSIBILITIES AS REQUIRED AND ASSIGNED. IT MAY BECOME NECESSARY TO MODIFY/CHANGE THESE POSITION RESPONSIBILITIES FROM TIME TO TIME.