

# Manager, Marketing

## Position Description

<b>Directorate:</b>	Commercial Enterprise, Fundraising and Communications Directorate
<b>Reports to:</b>	Director, Communications and Marketing
<b>Direct reports:</b>	Marketing Officer
<b>Location:</b>	Flexible within any of the Society's main metropolitan or regional offices across NSW.
<b>Primary position objective:</b>	To work closely with the Director, Communications and Marketing in the effective management of the brand marketing function by leading, developing and implementing marketing strategies and campaigns to achieve strong growth and identifying new opportunities for customer engagement and revenue increase.

*The St Vincent de Paul Society is an Equal Employment Opportunity Employer*

### Directorate overview

This position is in the Commercial Enterprise, Fundraising and Communications Directorate. The teams within the directorate and their functions are:

**Fundraising:** this team is responsible for state-wide corporate partnerships, community fundraising and events; major gifts and philanthropy; gifts in wills and estates; direct marketing and appeals; and fundraising development.

**Communications and Marketing:** this team is responsible for state-wide brand and creative services; external communications; issue management; marketing; digital communications and digital fundraising.

**Retail and Logistics:** this team is responsible for state-wide retail service delivery; logistics and supply chain network; and retail projects.

**Commercial Enterprises:** this team is responsible for state-wide recycling and sustainability initiatives; Container Deposit Scheme (CDS); and new commercial enterprises.

### Accountabilities and responsibilities

The Manager, Marketing will:

- Develop the annual marketing plan aligned to business objectives.
- Lead, develop and deliver integrated end-to-end consumer marketing campaigns and activities to support business growth targets, brand awareness and overall business objectives.
- Lead the development of all campaign briefs, creative development, media plans and channels, budgets, and support campaign activities and PR providing subject matter expertise and strategic counsel regarding campaign development, channel identification, media buying, and new campaign and channel strategies.
- Responsible for managing marketing campaign activity and budgets across digital channels and offline channels for SVdP.
- Identify new opportunities, such as product innovation, collaboration and audiences to grow new opportunities to expose the brand.

- Provide advice on social media content across all channels and find innovative ways to increase SVdP's social media footprint.
- Conduct research and analyse competitive activity and market trends, customer preferences and habits that identify challenges and opportunities for growth.
- Support fundraising and commercial enterprise team by helping to drive innovation and implement strategies that grow and engage SVdP customers with the brand via direct and digital channels that will ensure SVdP remains relevant.
- Ensure a safe working environment for staff, members and volunteers by implementing the Society's workplace health and safety practices.
- Ensure that staff and volunteers complete relevant pre-engagement checks (National Criminal History check, and where required Working With Children Check); act in accordance with the organisation's Code of Conduct and Member and Volunteer Charter; and comply with the organisation's Workplace Health and Safety program.
- Ensure that effective risk management protocols and procedures are in place to ensure compliance with legal, employment and governance requirements.

## Critical Key Performance Indicators (KPIs)

- Grow and retain supporter database
- Deliver innovative tactics to drive customers to retail shops with demonstrated increase in customer base
- Increase social media reach and engagement rates.
- Improve online marketing ROI year on year.

## Key working relationships

In addition to the Director, Communications and Marketing and their direct reports, the Manager, Marketing will foster close working relationships with:

- Manager, Service Innovation and Business Development (Vinnies Services)
- Director, Retail and Logistics (Commercial Enterprise, Fundraising and Communications)
- Director, Commercial Enterprises (Commercial Enterprise, Fundraising and Communications)
- Director, Fundraising (Commercial Enterprise, Fundraising and Communications)
- Manager, Data and Reporting (Strategy and Governance).

## Essential criteria

### Critical capabilities

There are nine capabilities expected of all leaders across the Society:

- **'People we serve' centric:** (Level 3) Manage the delivery of high-quality services that provide a hand up for the people we serve.
- **Values based leadership:** (Level 3) Manage teams and areas of work to align to the Society's mission, vision, values and lay Catholic heritage.
- **Impact focus:** (Level 3) Manage the delivery of positive impact through informed decision making and efficient and effective use of resources.
- **Collaboration:** (Level 3) Manage collaboration with Conferences, directorates and teams to create opportunities, solve challenges, foster the Society's mission and implement the Strategic Plan.
- **Change leadership:** (Level 3) Manage and mobilise resources to deliver change.
- **Team performance:** (Level 3) Manage and develop individuals and teams to deliver against Society's strategic priorities.
- **Digital engagement:** (Level 3) Manage virtual, dispersed teams and stakeholders using digital

tools.

- **Innovation and improvement:** (Level 4) Promote and enable innovative approaches to service delivery and ways of working.
- **Financial acumen:** (Level 3) Manage the team's resources, projects and services to deliver positive outcomes within budget.

### Role-specific criteria

- Relevant tertiary qualification/s and experience in marketing and business development.
- 10+ years' experience in B2C brand strategy marketing and communications.
- Extensive experience managing TTL integrated marketing and advertising campaigns within a results focused, commercial environment.
- Demonstrated leadership and management experience with a high level of creative thinking and analytical skills.
- Thorough understanding of all digital channels, digital/social trends, marketing automation and opportunities.
- Strong marketing generalist experience in leading strategy and planning across eDM communications, social media, digital marketing (including website and UX and CX experience), content, advertising, research, experiential and campaigns to create marketing activity and messages that increase profitability, grow customer engagement and build brand equity.

### Desirable criteria

- Experience in marketing and communications management for not for profit, disability, or health organisations.
- Experience working within a large and complex organisation, managing brand strategy or participated in the development and launch of advertising campaigns across multiple channels.
- Background in budget management.