



## POSITION DESCRIPTION

Australian Broadcasting Corporation

Label	Description
Position Title:	MARKETING MANAGER
Position no:	50017067
Team:	[ABC Commercial]
Department:	Content Sales & Distribution
Location:	Ultimo
Reports to:	Sales & Marketing Manager 50044849
Classification:	Administrative/Professional
Schedule:	[Schedule A]
Roster cycle	[Non-Rostered]
Band/level:	[Band 6]
HR Endorsement:	14/07/2022

### Purpose

Contribute to, manage and deliver marketing and communications strategies to help achieve business objectives.

### Key Accountabilities

- Contribute to the development of and implementation of marketing and communications strategies and plans for the Content Sales & Distribution (CSD) business to support CSD core business objectives, in liaison with key team leaders and relevant internal stakeholders.
- Working closely with content and business partners, provide marketing support specifically to the Content Sales business and its attendance at international program markets (MIPCOM, MIPTV, ATF and NATPE), including the production of marketing collateral, EDMs, sizzle reel coordination, copywriting, editing, ad design and submission, program listings, press releases, website updates and maintenance, and overseeing temporary marketing staff as required.
- Develop, implement, evaluate and report on marketing, publicity, advertising and promotional plans, campaigns and collateral for the Content Sales business.
- Manage the annual marketing plan and budgets for the Content Sales business and its attendance at international program markets (MIPCOM, MIPTV, ATF and NATPE).
- Effectively manage internal and external relations and clients and foster a strong network of content partners and other stakeholders, working closely with other teams within the ABC to deliver outcomes.
- As part of a wider marketing strategy, develop and implement marketing and communications activities to support the maximisation of sales and exposure across the wider CDS business.

- Work collaboratively with team on the development and delivery of digital marketing and social media strategies and initiatives.
- Work collaboratively with key CSD team leaders and business partners on nominated projects and initiatives to drive outcomes.
- Contribute to the development of strategies, policies and procedures for ABC Commercial.
- Actively promote the ABC values and apply all relevant workplace policies and guidelines.
- Cooperate with any reasonable instruction, procedure or policy relating to safety and take reasonable care for your own safety and that of other people who may be affected by your conduct while at work. Additional WHS responsibilities apply to Managers and Supervisors, Team Directors, and other Officers.

## Key Capabilities/Qualifications/Experience

1. Proven relevant tertiary qualifications and/or experience in a related field.
2. Proven strong alignment with the goals and purpose of the CSD business, demonstrating a clear understanding of the global commercial marketplace, ABC Commercial's position in the industry and its audiences.
3. A demonstrated level of excellence in marketing, particularly in marketing content, programs and/or consumer products coupled with sound knowledge of international markets
4. Demonstrated ability to coordinate successful marketing campaigns including applying knowledge of latest industry developments
5. Proven ability to coordinate design and layout of marketing collateral including familiarity with printing and production process
6. Demonstrated effective communication skills, particularly promotional writing and editing skills, and ability to foster internal and external client relationships. Proven ability to work as part of a team
7. Demonstrated highly advanced organisation skills, with the proven ability to work effectively under pressure to achieve agreed outcomes in specified timelines.
8. Demonstrated advanced ability to work within budget and effectively manage resources.
9. **ABC Principles:** Demonstrated commitment to the ABC Principles of We are ABC, Straight Talking, People Focused, Accountable and Open & Transparent.
10. **ABC Policies:** Understanding of the relevance and scope of ABC policies and the ABC Principles and a commitment to adhere to these; particularly in relation to complying with health, safety and wellbeing requirements in the workplace and acting in accordance with the ABC Principles.
11. **Diversity and Inclusion:** Ability to communicate effectively and build relationships with people from a range of diverse backgrounds.



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