**Position**

**Description**

***WORKING TOGETHER FOR A THRIVING COMMUNITY***

Greater Geelong: WORKING TOGETHER FOR A THRIVING COMMUNITY



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| **POSITION TITLE:** | Manager, Brand & Insights |
| **POSITION NUMBER:** |  |
| **DIRECTORATE:** | Corporate Services |
| **DEPARTMENT:** | Marketing Office |
| **CLASSIFICATION** | SPL (12 month contract role) |
| **REPORTS TO:** | Chief Marketing Officer |
| **DIRECTLY MANAGES:** | Research and Insights analysts (X2) |
| **KEY STAKEHOLDERS:** | Executive Directors, SLT, Business Unit Managers, People & Culture, Manager, Corporate Communications, Manager, Marketing, Customer Experience Specialist, Community Engagement Co-ordinator, advertising agency and marketing suppliers, legal and procurement services, Councillors |
| **DATE:** | 13/09/2024 |

**POSITION SUMMARY:**

This role exists to lead and manage brand revitalisation for the City of Greater Geelong during a period of transformative change, to ensure that our corporate reputation is optimised. Our brand, or public image, has such a significant impact on our organisation and our people. By building strong reputation and trust in our brand, the community will have faith in our decision-making and it will provide social license for the City to be innovative and courageous in how we deliver our services. Development and implementation of a Brand strategy is a key enabler of our organisation strategy.

Reporting to the Chief Marketing Officer and overseeing a team of Research and Insights Analysts, the Manager, Brand & Insights will be responsible for bringing the City’s brand identity to life both internally and externally, refining our various service brands to ensure alignment, proactively influencing brand perceptions, developing and implement brand guidelines and style guides, leveraging customer and community insights to inform strategic decisions and developing and reporting on brand health metrics.

Supporting the Chief Marketing Officer the Manager Brand & Insights will shape and drive brand strategies in a dynamic environment where cultural change is required to engage all of our staff to deliver on the vision of being a trusted and engaged brand, that is renowned for our unique and recognisable identity.

**ABOUT US:**

The Corporate Services Directorate is focused on leading the organisation to become a high performing organisation and governing the City of Greater Geelong with excellence. It includes Finance, IT, People and Culture, Transformation, Legal, Council and Executive Services, Customer Service, Marketing Office and Governance and Risk.

The Marketing Office exists to engage, communicate and promote services and activities with our customers, enhance the service experience and build and protect our Brand reputation to achieve our organisations aspiration of being known as the highest performing Council in Australia and best to work for. The team consists of Community Engagement, Internal Communications, Media and Corporate Communications, Brand, Customer Experience and Marketing.

Visit our website to read about the [City of Greater Geelong](https://www.geelongaustralia.com.au/geelong/article/item/8cfd80b9c889f66.aspx), [our values](https://www.geelongaustralia.com.au/employment/article/item/8d1155a0d84344d.aspx), and [our vision and strategy.](https://www.geelongaustralia.com.au/strategy/article/item/8d57dd6c8953da3.aspx)

**KEY POSITION RESPONSIBILITIES:**

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| **Specialist Work** | * **Brand strategy development**: Spearhead and implement inaugural whole of City of Greater Geelong brand strategy to support the Council Plan and organisation strategy, building on the initial brand identity framework developed. * **Brand transformation**: Develop and lead engaging initiatives with staff to reposition and refresh the brand, in tandem with the development and implementation of our new staff values project. Guide internal teams in effectively communicating the brand’s evolving identity both internally and externally. * **Brand standards**: Drive the creation and execution of brand architecture, tone of voice, visual identity across all customer touch points. Develop brand standard guidebooks for all of our sub brands across digital and print media. * **Brand governance and management**: Manage our master brand and all sub brands across the organisation by ensuring adherence to brand guidelines and ensuring consistency across all channels. Develop and implement brand approval processes for internal and external stakeholders. * **Market research and customer insights**: Conduct market research and analysis to identify trends, consumer behaviours and societal trends that will inform brand initiatives. Use qualitative and quantitative data to generate actionable insights to shape marketing strategies and business decisions. Develop deep customer understanding and use insights to refine the customer journey and experience. * **Brand Measurement and reporting:** Develop and implement a brand health measurement and monitoring framework, reporting regularly to executive leadership and business managers. Establish a baseline of brand sentiment across core customer segments and establish targets. * **Data driven decision making:** Use insights and data analytics to guide business decisions and improving ROI. Continuously track and report on KPI’s to measure success. * **Stakeholder collaboration:**  Partner with Transformation, People and Culture, Customer Service, Marketing and operational teams to integrate brand strategy across the organisation. Communicate with executive and senior leadership, providing regular updates on brand performance and recommending strategic adjustments. * **Change Management:** Act as a champion for the brand during transformative phases, ensuring brand integrity is maintained. Lead initiatives to communicate brand changes to both internal teams and external stakeholders, fostering a culture of change acceptance. * **Budget Management:** Oversee brand budgets, ensuring the effective allocation of resources to maximise ROI and drive efficiencies for the City of Greater Geelong. |
| **People Leadership** | * Support the team to deliver on the strategic goals, by implementing solutions that make the goals accessible and relevant for operational success. * Reinforce the team’s common goals and key priorities by involving relevant stakeholders and team members in decision making. * Mentor and guide team members in building professional competence and collective knowledge. * Support change initiatives and contribute to the business unit’s culture to ensure it is inclusive, customer focused, results driven and accountable. |
| **Organising Resources & Planning** | * Align work activities to the department Business Plans and Strategy, supporting implementation and balancing value for our community and customers, within financial and resource constraints. * Monitor, report, and utilise accurate data to track work progress and improvements against plans and budgets. * Implement systems, processes, and workflows to deliver results, ensuring relevant policies, governance mechanisms, and regulations are adhered to. * Coordinate with stakeholders on delivering goals and outcomes, meeting deadlines, and driving continuous improvement and quality outcomes. |

The above information is graphically depicted in the **Position Balance** graph below. It shows the approximate degree of time one may require dedicating towards people leadership, organising resources/ planning and specialist work. The time horizon indicates the timeframes the important tasks in this job may take to create an impact on the organisation indicating the level of strategic thinking and impact

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| People Leadership  10 – 30% | Organising Resources & Planning 10 – 20% | Specialist Work  55 – 75% |
| Time Horizon 1 – 2 years | | |

**SELECTION CRITERIA:**

*We embrace diversity and encourage applicants to apply, even if they don't meet all the criteria. We value different experiences, unique skills and believe in providing opportunities for growth.*

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| required | desirable |
| **Education and Experience** | |
| * A tertiary qualification in Marketing/ Strategy/ Business Administration or relevant field. * 10+ years experience in brand management, with at least 3 years in a senior brand role. * Proven experience leading brand efforts during periods of transformational change. * Proven experience conducting and interpreting consumer and market insights to drive strategic decisions. | * Experience in public service or agency environment. * Experience in brand transformation or new brand establishment. |
| **Skills and Knowledge** | |
| * Expertise in developing and implementing brand strategy. * Strong understanding of branding principles, with a proven track record of managing brand evolution or transformation. * Demonstrated people skills to support, influence, and collaborate with relevant stakeholders including senior management. * Well-developed writing, presentation, and speaking skills to align with stakeholders and achieve support for task outcomes. * Well-developed problem solving and stakeholder management skills with the ability to build collaboration and partnerships. * Demonstrated experience in the effective management of and application of brand(s). * Proficiency in analytics tools and platforms to measure brand performance and consumer engagement. |  |
| **Licenses or Checks** | |
| * Working with Children Check * Police Check * Valid Driver’s license |  |

**APPENDIX 1: ADDITIONAL GENERAL INFORMATION:**

**General Expectations**

* Behave according to the City’s values and expectations.
* Behave according to the City’s Leadership capability framework which specifies the behaviours for being an effective team member.
* Adhere to the Council's policies and procedures and carry out duties as deemed reasonable and relevant to this position.
* Understand and adhere to relevant Delegations and Regulations applicable to this role.
* Participate in building ethical organisational culture, by preventing, detecting and reporting fraud and corruption.

**Child Safety Responsibilities:**

We are committed to being a child-safe organisation and have zero-tolerance for child abuse. We have specific policies, procedures, and mandatory training in place to support employees, volunteers, and contractors to achieve and adhere to these commitments. Please read our [Child Safe Standards Management Policy](https://www.geelongaustralia.com.au/safety/documents/item/8da795473e0f4de.aspx).

**Diversity and Inclusion**

At the City we want a workforce that reflects the community we live in. We welcome and embrace everyone, all people with their own unique experiences, and support and encourage all our employees to do their best work, have equal access to opportunities and a just working environment. For this reason, we particularly welcome and encourage applications from First Nations people, people with diverse cultural and linguistic backgrounds, from the LGBTQIA+ community, people with disability and people of all genders, ages and diverse experience.

**Risk Management and Occupational Health, Safety & Wellbeing (HSW) Responsibilities:**

* Promote and lead a positive occupational health, safety and wellbeing culture by demonstrating a positive commitment to HSW.
* Understand and comply with all City of Greater Geelong HSW policies, procedures, and legislative requirements relevant to the position.
* Take responsibility for own safety, perform work in a safe and appropriate manner, ensure understanding of any hazards and risks that may be present.
* Ensure behavior does not interfere with the HSW of others, including discrimination, bullying or harassment.
* Proactively report any incidents, injuries, hazards, or unsafe work practices.
* Complete all mandatory and recommended HSW training as scheduled.

The following general physical, functional, and psychosocial requirements may apply to this position.   
Specific physical requirements will be attached if applicable.

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| **Physical and Functional Requirements** | **Psychosocial Requirements** |
| * Some manual handling tasks. * Prolonged periods of inactivity, e.g., sitting at the computer. * Regular keyboarding associated activities. | | * Dealing with politically sensitive information * Managing demanding stakeholders and/or some exposure to stressful situations. * Demanding deadlines, requiring working longer hours or over weekends. * Undertaking decisions that can make lasting impact to the organization and community. |

**APPENDIX 2: ADDITIONAL GENERAL INFORMATION**

As per the Enterprise Agreement (No.11) 2021, the following points may apply to a BAND 8 role:

**Accountability and Extent of Authority:**

* May be accountable for managing resources, regulatory/specialist units, or developing policy options and strategic plans. Freedom to act is guided by goals, policies, budgets, statutes, subordinate legislations, and designated areas.
* Decisions made in these roles may have a substantial impact on the operational unit, public perception, community, and the organization.

**Judgement and Decision Making:**

* Strong judgment in problem-solving and policy development. May contribute to method development and adaptation and analyse options and present policy/ solution recommendations.
* Identify and develop policy options in the functional area. Analyse choices and present well-considered recommendations for managerial or employer decision-making.

**Specialist Knowledge and Skills/ Qualifications and Experience:**

* See relevant sections of the Selection Criteria above.
* Ability to apply theoretical or scientific approaches to identify solutions for new problems and opportunities, even beyond the original field of specialization, with sound knowledge of budgeting, accounting, and financial procedures is generally essential.
* Understanding of the long-term goals, values, and aspirations of the organisation, as well as the legal, socio-economic, and political context in which it operates.

**Management and Interpersonal Skills:**

* Demonstrated management skills for effectively supervising large numbers of employees or may include those with tertiary qualifications or extensive experience, to achieve objectives and goals while considering organizational and external constraints and opportunities.
* Strong interpersonal and leadership skills to effectively persuade, negotiate, and collaborate with clients, the public, colleagues, tribunals, and external stakeholders to achieve specific objectives. Must have the ability to lead, motivate, and develop other employees.

*For more information, please refer to the Schedule 12 of the City of Greater Geelong Enterprise Agreement (No.11) 2021*