



POSITION DESCRIPTION

POSITION TITLE	Marketing Manager
GROUP	Strategy and Impact
PORTFOLIO	Marketing
REPORTS TO	Head of Marketing

ORGANISATIONAL PURPOSE

Our vision at the Brotherhood of St Laurence (BSL) is for an Australia free of poverty. We pursue lasting change for a fairer and more compassionate Australia.

Our organisation employs over 1,500 staff and is supported by 1,000 volunteers. We partner with governments, business, and other organisations to address poverty across the nation.

Our work is varied. We deliver services to build capability and confidence across the life course, from the early years, youth, and employment to services for people with disability and for older people in Australia. Our Op Shops and social enterprises are well known. So too are our programs that support digital literacy, energy efficiency and financial wellbeing. We research the causes and effects of poverty and connect policy, practice, and research to advocate national, state and local policy solutions for people experiencing disadvantage.

The Brotherhood of St Laurence values diversity and inclusion with regards to its staff and the communities we serve. Our staff and volunteers come from diverse backgrounds, and we aim to create an inclusive working environment. BSL is committed to child, young people, and vulnerable adult safety. We want all vulnerable people to be supported, respected, safe, happy, and empowered. We are committed to the safety, participation, and empowerment of all our program participants.

DIVISION AND DEPARTMENT PURPOSE

The Strategy & Impact Division is an enabling function that fosters collaboration and shared purpose across BSL functions by leading strategy, enabling innovation, leading public engagement, developing, and nurturing strategic partnerships, and increasing our financial sustainability.

The division includes the following functions:

- Marketing
- Digital
- Communications
- Government Relations
- Fundraising
- Social Policy and Research Centre (SPARC)

POSITION PURPOSE

The Marketing Manager manages a designated portfolio of Brotherhood of St. Laurence programs/products/services/activities and is responsible for delivering on the organisational objectives set for that portfolio, including for example, awareness, sales, and engagement.

The role is also responsible for ensuring that the role's allocated portfolio of marketing activities are compliant, high quality, in line with BSL ethos, and targeted effectively and efficiently to engage the relevant target audiences.

KEY RESPONSIBILITIES AND DUTIES

1. Teamwork and Accountability

- Work collaboratively within teams to achieve common goals
- Demonstrate a commitment to the BSL's quality framework and culture by participating in and promoting quality actions through continual improvement activities
- In collaboration with the manager set goals and objectives to ensure outcomes are met
- Model the BSL's values and adhere to the Code of Conduct in everyday work practices
- Maintain a safe work environment and ensure steps are taken to prevent unsafe work practices in accordance with BSL's policies and procedures.
- This position will require direct/indirect contact with children and/or vulnerable individuals.
- Other duties as required.

2. Marketing planning and activity

For the allocated portfolio of responsibility:

- Develop the strategic marketing plan in accordance with the BSL strategic plan to support the delivery of targets, in consultation with relevant managers
- Develop, deliver, and analyse effective marketing campaigns, that are data driven and embed value propositions aimed at revenue growth, ensuring alignment to strategic goals and initiatives, measuring these against targets, as well as other appropriate metrics
- Identify and implement opportunities to optimise campaign performance
- Support the delivery of special project requirements across the organisation as directed
- Provide key insights for decision-making through the use of market research intelligence covering competitor analysis, target market research and analysis utilising data, research and evidence to support all strategic decisions
- Provide marketing advice, support and consultation as required
- Proactively explore opportunities to market and promote the Brotherhood's offerings and products
- Monitor and manage costs and results for campaigns and offers, and identify and implement opportunities to optimise marketing campaign performance.
- Establish and effectively manage professional working relationships, ensuring marketing activities are well communicated and/or involve relevant departments.

3. Governance and Operations

- Ensure that the development, delivery and execution of campaigns, offers and materials are compliant
- Manage the portfolio budget as required
- Establish initiatives, policies, procedures and templates that deliver ongoing improvements in service delivery
- Ensure all marketing and communications activities adhere to the organisational policies and follow the brand and image guidelines, utilising consistent branding, tone and reinforcing key messages.

4. Multi-Skilling

- The incumbent may be directed to carry out such duties as are within the level of the position and scope of the incumbent's competence and training as directed by the manager.

ORGANISATIONAL RELATIONSHIPS

Internal Stakeholders	Social Enterprises Team, Senior Managers, Finance and Business Development, Strategy and Impact, People and Culture, all other divisions
External Stakeholders	Partner organisations customers, suppliers, supporters, community groups, contractors and all project stakeholders

KEY SELECTION CRITERIA

Essential

- Relevant tertiary qualifications in Marketing and strong experience in a marketing
- Proven experience within the retail industry is highly desirable.

Marketing/General

- Demonstrated experience in successfully developing and implementing product marketing or digital marketing campaigns across a range of clients or program areas
- Experience and competency in creating and executing email campaigns and other ATL and BTL collateral
- Proven analytical skills and ability to use data analysis to drive campaign success, with a strong knowledge and ability in excel
- Demonstrated experience developing value propositions across different customer segments
- Demonstrated knowledge and practical experience of software packages relevant to the role including Google Adwords, Google Analytics, Magento, Erply and Campaign Monitor
- Proven experience in managing budgets
- Demonstrated leadership experience, with the ability to lead and inspire cross-functional working groups

- Entrepreneurial, with a proven ability to develop and proactively act on opportunities as they arise
- Highly creative with a proven ability to clearly articulate concepts and ideas, and to bring them to life practically
- Well-developed organisational skills with the ability to work on multiple projects with competing deadlines
- Has a test-and-learn mindset who continuously strives to optimise activity
- Proven experience developing strategies and translating them into action with a focus on engagement and results
- Demonstrated attention to detail and the ability to work autonomously and effectively as part of a team to achieve outcomes
- Highly developed interpersonal and communication skills with the ability to build influential relationships, advise and liaise across all levels both internally and externally, and with people from diverse backgrounds
- Sense of ownership and responsibility for decision-making with the ability to identify and resolve problems and make appropriate recommendations
- Understanding of and empathy with the values and ideals of BSL.

Personal Qualities

- A commitment to maintaining and supporting child safety, equity, inclusion and cultural safety.
- Understanding of and empathy with the values and ideals of the BSL

MANDATORY EMPLOYMENT CRITERIA

- specific work requirements include work-based travel and attendance at a variety of different work locations
- proof of eligibility to work in Australia is required
- a satisfactory Police Check is required. BSL will facilitate this process
- a Working with Children Check is required for this position. BSL will facilitate this process.

The description of the position is a guide to the duties of the professional activities needed to undertake the position successfully. A review of the position description may occur and may be amended from time to time.