

POSITION DESCRIPTION

Position Title:	Brand Manager Marketing
Reports to:	Head of Marketing and Customer Service
Direct Reports:	0
Business Area:	Chief Operating Office
Primary Location:	Subiaco

PURPOSE

The Brand Manager Marketing is responsible for the development and implementation of marketing and communications campaigns across the different business areas of Amana Living.

This role is responsible for the project management and delivery of the organisation's marketing and communications campaigns. As well as, tracking and monitoring performance to ensure delivery against KPIs and Return on Investment. It will also involve contributing to brand positioning and strategy so that campaigns effectively bring that strategy to life.

VISION, MISSION, AND VALUES

The Brand Manager Marketing contributes to Amana Living's Vision, Mission, and Values.

VISION A community where every older person is honoured and valued.

MISSION Together, we enable older people to maintain their individuality, providing what is needed to support a fulfilling life.

VALUES

Compassion We act with kindness, empathy, and respect to foster a community of caring

Collaboration We work together, so every person's contribution advances our common purpose

Curiosity We are determined and creative in finding ways that deliver great outcomes

Inclusion We celebrate diversity, ensuring everyone is welcomed and treated equitably

Trust We take our responsibility seriously and are worthy of the trust placed in us

AGED CARE CODE OF CONDUCT

Aged care workers are covered by the Code of Conduct for Aged Care. The Code sets out how approved providers (Amana Living) and their workers (Amana Living staff) and governing persons must behave and treat consumers when providing aged care services, and strengthens protections for older Australians against unsafe, poor-quality aged care services.

Amana Living expects all staff covered by the Aged Care Code of Conduct to comply with Code and all remaining staff to provide care and/or service that is safe and respectful and to behave in a way that is in keeping with the Code.

WORK HEALTH AND SAFETY

The Brand Manager Marketing is required to take reasonable care for their own health and safety and the health and safety of other people at the workplace. Throughout their employment they must comply with any reasonable instructions, policies and procedures relating to health and safety at the workplace.

KEY DUTIES AND RESPONSIBILITIES

CORE RESPONSIBILITIES	KEY TASKS AND DUTIES
Brand positioning and strategy	Support and contribute to brand positioning, brand media and comms strategy development, including workshops and agency planning process. Involved in the strategic planning process, including budget recommendations. Translates strategy and consumer understanding into briefs, comms plans and outputs. Responsible for delivery of initiatives or projects within the overall strategy, including campaigns, media plans, assets and owned platforms.
Consumer insights and data	Create research briefs and manage research projects. Monitor key metrics and set and track KPIs. Analyse data and evaluate results to recommend ways to optimise, by running regular performance reviews. Monitor and assess competitor activity and recommend response.
Creative development and Implementation	Identify target audiences and developing effective campaigns, from brief development to execution

	<p>Experience in the major marketing and comms disciplines (Advertising, Sales Drivers and Promotions, Pricing, POS and collateral materials, Events / Experiential)</p> <p>Managing and supporting top agency partners to foster an environment of collaboration that facilitates great work, delivered to brief, on time and on budget.</p> <p>Responsible for delivering channel-specific work. Own and drive action plans and calendars e.g. content calendars, events,</p> <p>Support the coaching and development of a marketing co-ordinator, ensuring that they deliver outputs to a high standard</p>
Media, social, digital and content	<p>Support Head of Marketing and media partners to develop effective and cost-efficient plans. Implement media activities and measure performance against key metrics</p> <p>Understand the dynamics of specific media channels and platforms, to develop media plans and creative that maximises the impact of comms.</p> <p>Apply knowledge of target audience data sources and insights, and knowledge of the dynamics of specific channels and platforms</p> <p>Create paid and organic social, SEO, content and influencers strategy and lead implementation of plans</p>
Financial management	<p>Manage and reconcile spend to budget, including reconciling Scopes of Work, campaigns and media to budget.</p> <p>Ensure compliant payment process, accruals, etc following organisation's financial policies.</p> <p>Identify opportunities to reduce costs or maximise investments.</p>

KEY OUTCOMES

- Support Head of Marketing and Customer Service to deliver:
 - Compelling and effective consumer campaigns, sales materials and tools and owned platforms and assets that deliver the brand positioning and strategy.
 - Support the Marketing team in reaching growth targets across all business areas
- Develop engaging social media content to promote services and increase brand awareness and consideration

SELECTION CRITERIA

SKILLS, KNOWLEDGE & ABILITIES
Demonstrate good verbal, written, and interpersonal communication skills
Experience in Marketing and Communications
Implementing Social Media Strategies, incl Meta, Google Ads, and LinkedIn
Professional presentation and proactive attitude
Proven organisational and time management skills
Self-starter with an ability to work independently and as a member of a team
Ability to problem solve, applying creative solutions whilst working within the organisation's policies, procedures, and values
Demonstrated capability to understand and respond to financial performance information

ESSENTIAL REQUIREMENTS
National Police Clearance Certificate (no older than 6 months) or NDIS (Worker's Screening) Check
Proof of current influenza and Covid-19 vaccinations as per Amana Living policies
Western Australian C Class Driver's License
DESIRABLE REQUIREMENTS
Understanding of pricing
Experience with eCommerce platforms
Design and content creation (writing, video creation or production)