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| **Division:** | *Audience & Marketing* | Position Title: | *Brand Manager, Radio and Regional* |
| **Department:**  | **Radio Marketing** | **Classification:** | **Senior Executive Level 1** |
| **Location:** | **Ultimo, NSW** | **Position No:** | **TBC** |
| **Reporting to:** | **Head Radio and Regional Marketing, P334596** | **Approval Date:**  |  |  |
| **Purpose:** | * Lead and manage the ABC Radio and Regional Marketing team, developing a highly engaged, high performing and collaborative culture.
* Initiate, develop and implement strategic marketing plans and tactical campaigns to promote the full range of ABC Radio and Regional activities, content and initiatives to target audiences.
* Ensure effective communication to key internal stakeholders and the wider ABC business, in line with Divisional priorities.
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| **Key Accountabilities:** 1. Strategy and policy
* Develop brand and marketing plans for Capital City Radio and ABC Regional to support the Business Plan KPI’s and objectives.
* Develop and implement strategic audience acquisition activity to promote initiatives and events for Capital City Radio network and the Regional Radio network, as well as associated services including Grandstand.
* Lead the development of strategic online, CRM and social media marketing opportunities in conjunction with various stakeholders including department Heads, Producers and Multiplatform.
* Develop and implement strategic communications and PR plans to fully realise promotional potential for ABC Radio with regards to both owned and earned channels.
* With the state-based Marketing Managers, utilise and implement a wide range of communication tools and marketing channels, providing target audiences with information on ABC Radio and Regional services, program content and activities.
* Provide strategic high-level advice and feedback with regards to the management of audience acquisition marketing activities and network management decision making.
* Identify, through audience research data and insights, opportunities to increase audience reach and share.
* Pro-actively research and understand industry trends and competitor activities and translate this information to provide advice and better achieve ABC Radio Marketing objectives.
* Participate in Executive Group planning meetings; working within a corporate marketing framework.
1. Leadership & Management of People
* Provide direction and leadership to the marketing team by developing collaborative working relationships, managing staff performance, setting goals in line with business plan and engaging in effective communications.
* Actively promote the ABC values and apply all relevant workplace policies and guidelines.
* All ABC staff are required to cooperate with any reasonable instruction, procedure or policy relating to safety, and take reasonable care for their own safety and that of other persons who may be affected by their conduct while at work. Additional WHS responsibilities apply to Managers and Supervisors, Divisional Directors and Other Officers
1. Relationship management
* In conjunction with Head Radio and Regional Marketing, manage all key stakeholder relationships including senior relationships with external parties including media, event organisers, industry representatives and merchandise licensees, to create effective branding and audience development opportunities.
* Communicate marketing plans with key stakeholders including on-air promos, publicity, management, producers and multiplatform to ensure marketing and communication objectives are met.
1. Resource and Financial Management
* Manage area budget, staffing, recruitment, performance appraisals, training and development to meet identified needs.
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| **Key Capabilities/Qualifications/Experience:**1. 10+ years experience managing strategic marketing proven record at a senior level in translating organisational strategies and delivering quality, actionable and effective brand strategies and plans.
2. High level omni-platform marketing experience, together with high level knowledge of content distribution and managing third party partnerships.
3. Demonstrated strong understanding of regional and metropolitan Radio content, and the needs and interests of the target audiences.
4. Management of senior stakeholder relationships, with demonstrated experience in change management.
5. Demonstrated ability to exploit broad ranging communications tools and marketing channels (e.g. digital environment, publicity, advertising, events management).
6. Proven experience with developing brand values and guidelines, and engaging large organisations through evolving brand
7. Demonstrated high level team leadership, communication, negotiation skills and managerial ability, ideally within a media organisation.
8. Demonstrated ability to generate imaginative and original approaches to position our brands, programs, personalities and to create marketing campaigns, taking into account the ABC Charter and Editorial Policies.
9. Demonstrated accomplished resource management skills.
10. An understanding of and commitment to the ABC’s aims, values and workplace policies, together with applying relevant policies and guidelines including Editorial Policies, Equity & Diversity and Work Health and Safety (WHS).
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