**JOB DESCRIPTION**

# Marketing Business Lead

# **ABOUT UNITING**

**Our purpose:** To inspire people, enliven communities and confront injustice.

**Our values:** As an organisation we are **Imaginative, Respectful, Compassionate** and **Bold**.

At Uniting, we believe in taking real steps to make the world a better place. We work to inspire people, enliven communities and confront injustice. Our focus is always on the people we serve, no matter where they are at in their life.

Our services are in the areas of aged care, disability, child and family, community services, and chaplaincy and we get involved in social justice and advocacy issues that impact the people we serve. As an organisation we celebrate diversity and welcome all people regardless of disability, lifestyle choices, ethnicity, faith, sexual orientation or gender identity.

Uniting is the services and advocacy arm of the Uniting Church NSW & ACT and as such Uniting leaders understand, support and can express the mission and purpose of the Uniting Church.

# **ABOUT THE ROLE**

**Role Purpose**

This role is a member of the Leadership Team and is responsible to develop, implement and manage the marketing strategy and operations for the service stream to execute messaging, plans, training, collateral and channel communications to achieve objectives. This role will contribute significantly to organisational growth, innovation, and solidification of Uniting as a leader in the non-for-profit sector.

# ROLE KEY ACCOUNTABILITIES

You will be an integral member of the Customer Team:

* Works closely with the Head of Department to translate business and strategic objectives into targets, tactical plans and action steps which team members can effectively implement.
* Takes responsibility for ensuring that team members have the necessary resources and capability to deliver high quality work. Regularly assesses team member performance, sets objectives and establishes active development plans.
* Understands industry trends and commercial implications, and demonstrates knowledge of the impact department advice has on the other Directorates in Uniting.
* Contributes to the development and evaluation of changes and improvements to the to the services provide by the department/team and ensures that changes support the viability of Uniting.
* Provide consistent and visible leadership in WH&S behaviours and actions within the team and department, and ensure there is a safe working environment and that staff are properly trained to be able to work in a safe manner.
* Confidently establishes and maintains a safe and supportive working environment that is inclusive of all staff through celebrating their nationality, cultural background, LGBTI status, abilities, gender and age.

As the Marketing Business Lead, your role specifically will:

* Develop and design marketing strategies including positioning / Segmented Customer Value Proposition and key selling messaging for relevant sectors and service streams.
* Design and implement comprehensive marketing strategies for the division to create awareness which aims at actively increasing market share and achieve performance targets
* Define, develop and manage marketing material and tactics which are aligned to marketing plans and strategy including but not limited to photography, collateral, messaging, channel communications, programs and promotions
* Coordinate the work of designers, copywriters, production team members, and content providers and printers to ensure that projects are completed on schedule, within budget, conforming to current design specifications and standards, and communicating Uniting TOV, style, and look & feel.
* Lead, mentor and motivate the team in stakeholder communications and engagement.
* Maintain strong internal and external client and vendor relationships
* Act as a brand ambassador to drive consistency and adherence to corporate guidelines
* Drive and manage the approval process, including cross-functional approvals, such as quality, engineering and legal when required
* Manage and attain budget objectives
* Develop a deep understanding of portfolio area to ensure alignment of activities with organisational objectives
* Motivate, manage and develop the Marketing team to ensure the achievement of performance objectives
* Continuously analyse markets and identify marketing-related risks and opportunities

# ABOUT YOU IN THE ROLE

As a staff member of Uniting you will celebrate diversity and welcome all people regardless of lifestyle choices, ethnicity, faith, sexual orientation or gender identity.

**Your directorate:**  Director Customer Risk and Governance

**You’ll report to:** Chief Customer Officer

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# YOUR KEY CAPABILITIES

**People Leadership**

* **Delivers performance through others -** Clearly delegates and assigns responsibility, evaluating performance along the way.
* **Creates and builds the capability of our people -** Enriches Uniting's overall capability through selection, feedback & the development of excellent people
* **Builds diverse, highly engaged teams -** Builds effective teams with the morale and capability to cope with change effectively.

**Business Leadership**

* **Demonstrates Business Acumen & Delivers Results -** Understands Uniting's business, market and competitors and drives to deliver ever improving results.
* **Develops and Grows the Business -** Understands the changing market landscape and positions Uniting for growth.
* **Reaches Commercial Decisions -** Makes effective commercial decisions with the information, time and resources available

# QUALIFICATIONS & EXPERIENCE

**Qualifications:**

Bachelor’s degree in marketing, communications, or related field.

A tertiary qualification in a relevant discipline and/or significant industry experience in communications, marketing, public relations, business development, project management, government, education or community services.

**Experience:**

Typically, this role will require 8 or more years’ experience in your field of expertise. You will have excellent written and verbal communication skills, be organised, systematic, thorough, accurate and disciplined. You will be continuing to develop in your area of expertise and be expected to provide innovative ideas to solve problems in your discipline. It is expected that you will be developing good skills at navigating a complex organisation, forging relationships, and managing through influence rather than direct authority as required.

* Experience in Marketing strategy, campaign planning and execution to achieve business objectives and targeted results
* Demonstrated ability to develop successful marketing strategy linked to business objectives to achieve targets, budget and return on investment
* Proven strategic thinking and planning capabilities
* Strong program and budget management experience and organisational skill
* Proven analytics and interpretation capabilities
* Strong focus on competitive landscape including monitoring of all data and sector resources to ensure we clearly differentiate our brand.

**Even better:**

* Post graduate qualification in a relevant field
* Experience in community services, particularly commercially focused service organisations
* A demonstrated passion for social change and contributing to an organisation of influence for the disadvantaged

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| **Employee Name:** |  | **Manager’s Name:****Title** |  |
| **Date:** |  | **Date:** |  |
| **Signature:** |  | **Signature:** |  |