



POSITION DESCRIPTION – TEAM MEMBER

Position Title	Mobilisation Campaigns Manager	Department	Engagement and Support
Location	Sydney	Direct/Indirect Reports	Nil
Reports to	Marketing Manager	Date Revised	October 2018
Industrial Instrument	Social Home Care and Disability Services Award		
Job Grade	Job Grade 6		

■ Position Summary

The Mobilisation Campaigns Manager will lead the following strategic marketing activities:

- Volunteering, membership and taking humanitarian actions
- Behaviour change campaigns based on humanitarian values
- workplace giving and social programs (eg.)
- Red Cross Calling - driving support and donations for our largest campaign of the year with 70 years of legacy, a campaign powered by people/volunteers/supporters, in a support model that relies on community, peer-to-peer networks.
- Strengthening the awareness of Red Cross' work outside of blood and disasters

The role will drive major campaigns in support of organisational goals, provide marketing advice and support to Strategy, Fundraising, Community Programs, Migration and Volunteering teams.

Key Stakeholders

Engagement and Support directorate
Volunteering directorate
Community Programs directorate
Migration Support teams
Strategy, Planning and Research team

■ Position Responsibilities

Key Responsibilities

- Strategically plan and coordinate campaigns to strengthen the Red Cross brand and increase brand awareness of our domestic work in consultation with internal clients and Marketing Manager.
- Plan and coordinate campaigns with non-financial asks (i.e. Volunteer Recruitment, Beat Loneliness in collaboration with the Community Mobilisation Team) in line with key portfolio areas
- Use research to identify and target customer segments with messaging and offers aligned with their values and interests
- Ensure the Red Cross brand is strengths-based, inspiring and reflects a diverse movement and community
- Develop and provide high-level humanitarian messaging for all campaigns within portfolio areas
- With Customer Experience, Acquisition, Retention and Digital teams, implement strategies that grow and engage supporters, volunteers and donors via direct and digital channels
- Align and project manage the development of content, communication, PR, digital and fundraising activities within each marketing campaigns and provide strategic direction to virtual communications teams as needed
- Work closely with Engagement & Support teams to ensure that campaigns are well planned and resourced, and that technical specialists are equipped and empowered to contribute in their areas of expertise
- Triage ad hoc requests for marketing and communications support from key portfolio areas. Make recommendations on activities to prioritise and pursue.
- Develop and distribute post-campaign analysis and recommendations

- Work with all stakeholders to ensure marketing strategies are aligned across the organisation to support S2020 and organisation goals, avoid duplication and ensure consistency of message and positioning

Specifically, during campaigns, in consultation with internal clients:

- **INITIATION** - Develop Campaign strategy to catalyse and mobilise Australians to get involved with Australian Red Cross and take Humanitarian actions in line with the Brand Strategy. Set the Campaign Objectives, Timings and Budget in line with business goals.
- **PLANNING** - Brief Relevant Creative, Paid Media and internal stakeholders (Content, PR, Communication, Content, Digital and Fundraising Teams) to bring to life this strategy across the recommended channels.
- **EXECUTION** (Project Management) – Coordinating cross-functional internal and external resources to ensure a flawless execution of the campaign plan (on-time, within scope, in line with initial objectives and within budget)
- **MONITORING** - Develop consistent evaluation and monthly reporting processes for performance against KPIs and budget
- **CLOSURE** – Collate all channels results and organise post-campaign analysis against KPIs, learning and recommendations

Specifically, in relation to Workplace Giving, work closely with Comms team and Corporate team to develop an engagement plan with key stakeholders (Third Party Providers, CSR managers, MD's) – leveraging Red Cross campaigns. Work with Customer Experience team to develop bespoke donor journeys for Top 20 Workplace Giving and “Other”, skill sharing and in-kind support donors, including clear measureables for success ie increase #donors, increase \$'s by donor. Develop measureable trials to evaluate strategies that work/don't work.

■ Position Selection Criteria

Technical Competencies

- At least 3 years of experience in marketing strategy development and execution within a results focused, commercial environment
- Proven track records in project management, leading a cross functional team
- Well-developed analytical, problem solving and decision making abilities
- Experience in leading the design of strategies, experiences or campaigns that spark action or desired behaviours.
- Proven experience in translating strategy into communicable sales and/or brand positioning messages that increase profitability, grow customer engagement and build brand equity
- Ability to exercise initiative with discretion and judgement, and apply risk management controls as needed
- Superior communication (written and oral) and interpersonal skills

Qualifications/Licenses

Relevant tertiary qualifications, skills and/or experience in business/commerce, marketing, brand management, project management, design thinking, social impact or related fields.

Behavioural Capabilities

- **Personal effectiveness | Achieve results** | Demonstrated ability to manage work and achieve the results committed to. Ability to evaluate progress and make adjustments needed to achieve goals. Accept responsibility for mistakes and learn from them.
- **Team effectiveness | Collaborating** | Demonstrated capability to work with others to reach common goals, sharing information, supporting and building positive and constructive relationships.

- **Team effectiveness | Managing performance** | Demonstrated capability to take ownership of work and use initiative to deliver results. Accountable for own performance and ability to set clearly defined objectives for achievement.
- **Organisational effectiveness | Thinking strategically** | Demonstrated understanding of how an individual's role and work contributes to achieving organisational goals. Ability to think ahead and plan accordingly.
- **Organisational effectiveness | Innovating and improving** | Demonstrated ability to identify and raise issues regarding ineffective work processes and take initiative to make improvements.

■ General Conditions

All Red Cross staff and volunteers are required to:

- Adhere to the 7 fundamental principles of Red Cross:
Humanity | Impartiality | Neutrality | Independence | Voluntary Service | Unity | Universality
- Act at all times in accordance with the Australian Red Cross Ethical Framework and Child Protection Code of Conduct
- Demonstrate skill, knowledge and behaviour to work with Aboriginal and Torres Strait Islander people in a culturally respectful way
- Comply with the Work Health and Safety management system
- Undertake a police check prior to commencement and every 3 years thereafter. Police check renewals may be required earlier than 3 years in order to comply with specific contractual or legislative requirements
- Support a child safe organisation by undertaking screening for suitability to work with children, youth and vulnerable people and to comply with relevant state/territory legislative requirements
- Assist the organisation on occasion, in times of national, state or local emergencies or major disasters