

POSITION DESCRIPTION – TEAM MEMBER

Position Title	Brand Manager (12 month maternity cover)	Department	Engagement and Support
Location	Sydney	Direct/Indirect Reports	Nil
Reports to	Marketing Manager	Date Revised	February 2020
Industrial Instrument	Social Home Care and Disability Services Award		
Job Grade	Job Grade 6		

• Position Summary

The Brand Manager will lead the following strategic marketing activities:

- Brand Refresh: Working closely with Marketing Manager, manage the new brand positioning and develop the brand identity and narrative to convey new positioning Based on Consumers & Customers Insights and previous brand work, establish.
- Gain internal alignment within the Engagement and Support Team and with the Community Programs on new positioning, key focus areas and implication for every area of the business.
- Monitor Brand Health in Quarterly Brand Tracker: Support Campaigns Manager in setting up Brand KPIs for each campaigns and refresh questionnaire to monitor campaign's performance and impact.
- Ensure Campaigns Objectives and Strategies are in line with Brand Strategy
- Tax campaign - Lead and develop world-class campaign through insightful briefing, clear constructive feedback to drive brand equity and donations
- Lead the strategy around the communication of the annual report
- Work with the International Humanitarian Law Directorate to develop a marketing strategy and lead its execution to secure some corporate funding and achieve their strategic goal.
- Provide help, support and coaching to the Marketing & Campaign Assistant to answer the Brand Toolbox Queries

The role will drive major campaigns in support of organisational goals, provide marketing advice and support to key stakeholders.

Key Stakeholders

- Marketing & Communication team
- Customer Experience Team
- Fundraising teams
- International Humanitarian Law team
- 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
- 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 brand 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 content, communication, PR, digital and fundraising activities within each marketing campaign 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

□ Position Selection Criteria

Technical Competencies

- Proven 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 5 years thereafter. Police check renewals may be required earlier than 5 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

Template authorised by: Janice Murphy, National Recruitment Manager
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