

## POSITION DESCRIPTION – TEAM LEADER

Position Title	Marketing Manager	Department	Engagement & Support
Location	Sydney	Direct/Indirect Reports	6
Reports to	Head of MarComms	Date Revised	October 2019
Industrial Instrument	Social Home Care and Disability Services Award		
Job Grade	Job Grade 7	<b>Job Evaluation No:</b>	ES-MC-MM-01

### ■ Position Summary

This position is responsible for the leadership and stewardship of the Red Cross brand marketing and communication. This includes short term and long term strategic development, with the overarching driver to maximise revenue growth, build brand health metrics and build engagement with consumers/donors/customers – particularly in engaging “new”.

Lead the development of the Red Cross brand proposition, leveraging insights and ensuring a strong compelling proposition (that is ownable, relevant, engaging and deliverable by Red Cross). Develop, manage and grow Red Cross brand health metrics; playing a key role in creating and ensuring relevance of the Red Cross brand with current and new consumers/donors/customers.

Work closely with Head of MarComms and Director Engagement & Support to inspire, galvanise the organisation and to gain alignment to the marketing plan. Work in collaboration across the organisation to maximise marketing and branding opportunities for Red Cross.

Accountability is for setting, delivering and driving the business objectives for the portfolio by developing three-year strategic plans for implementation through Comms, Fundraising, First Aid and Retail teams. This position is required to paint a picture of the future and strongly lead the cross-functional business teams to deliver against objectives.

### ■ Position Responsibilities

#### Key Responsibilities

##### Marketing Planning - Vision and Strategy, Fact Base, Marketing Plans, Leveraging Insights

- Lead and create three-year strategic rolling marketing plans utilising a fact base of applicable information (available products to market, past learning's, key opportunities, consumer and customer insights) which identifies and capitalises on growth opportunities. Benchmark vs other NGO's and Corporates. Review quarterly.
- Lead Red Cross (incl Blood Service) in brand positioning, gaining organisational alignment on key focus areas (2-3), creating a 12month rolling calendar including lead priorities for the Engagement & Support teams – including marketing, communication, fundraising stories etc.
- Ensure clear objectives for marketing to support and drive revenue growth, establish and grow brand health measures and report results to Exec.
- Lead marketing team to project manage marketing plans across the organisation, with delivery of key material to stakeholders at least six months prior to in-market activation (allowing appropriate engagement with external partners who could amplify messaging).
- Work with Fundraising and Customer Experience teams to develop Contingency Plan if variances from Actual Plan are required.
- Manage budgets, activities and resources.

## Consumer/Customer/Donor Understanding and Market Analysis

- Work closely with the Customer Experience team to identify consumer/donor/customer expectations and attitudes towards key product and categories.
- Develop powerful consumer insights, which can be leveraged through the communication.
- Create and develop a strong network of engaged, marketable ambassadors. Develop and execute events, promotions, sponsorships and campaigns that amplify the brand positioning.
- Work with Fundraising team to identify key events on a rolling annual calendar that deliver to strategy and allow the opportunity to win hearts and minds.
- Lead and coach the team in developing compelling insights and strategies/plans for Red Cross plus each product/category. Test and validate hypotheses. Recommend next steps following research.

## Team Leadership

- Develop, mentor and inspire your team. One marketing voice.
- Develop solid working relationships with internal/external team members and stakeholders (other functions/ teams, retail, agencies, etc) to achieve required objectives and business goals, including appropriate briefings (Supporter Services Centre etc).
- Actively attend & participate in meetings: MarComms, Engagement & Support, Red Cross
- Ensure that employees in area of responsibility are regularly briefed on business performance and related topics

## ■ Position Selection Criteria

### Technical Competencies

- Extensive experience in a brand marketing or closely aligned commercial function.
- Commercial acumen is a key requirement, as marketing management roles now operate as “mini general managers” (strong focus on delivering business results through project management, strong networking and leadership).
- Proven track record in leading teams to deliver complex projects (including demonstrated strategic thinking and ability to build an innovation funnel). Outstanding project management skills across a matrix organisation.
- Demonstrated ability to translate high level strategy into communicable, compelling and focussed brand positioning messages that deliver business results.
- Experience managing cross functional teams.
- Understanding of corporate business planning and strategy.
- Proficient (MS Office (excel, word, PPT)).
- Must be able to work autonomously; needs to have passion and energy for building brands and talent; strong negotiating and influencing skills a must.

### Qualifications/Licenses

- Degree qualified in a business/commercial related function.

### Behavioural Capabilities

- **Personal effectiveness | Achieve results |** Demonstrated ability to coach and support teams to achieve the results committed to. Accepts responsibility for ensuring team goals are achieved. Ability to manage changing circumstances and potential challenges.
- **Personal effectiveness | Managing my behaviours |** Demonstrated ability to effectively manage the emotions and behaviours of self and others to lead teams to achieve results. Ability to monitor and manage stress levels and provide support to teams.

- **Team effectiveness | Collaborating** | Proven track record as an approachable leader, supporting and building positive and constructive relationships within teams. Valuing diversity and supporting cultural differences within teams.
- **Team effectiveness | Managing performance** | Demonstrated capability to take ownership of work and use initiative to deliver results. Ability to set performance standards for teams and provide coaching and feedback to ensure standards are met.
- **Organisational effectiveness | Thinking strategically** | Demonstrated understanding of key drivers of success within teams to enable achievement of organisational goals. Ability to think and plan goals in the long term as well as the present.

## ■ 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