**JOB DESCRIPTION**

# Marketing Lead, Brand Engagement

# **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**

This role is responsible for contributing to the development and implementation of our Brand Strategy. Working with the broader Uniting organization to implement strategic changes that support our Brand. The role will shape brand's perception and enhancing customer experiences through meaningful engagement initiatives.

This role will play a lead role in systemizing and implementing changes that cascade off the 10 Year Strategic vision for Uniting. Using change management, system redesign, quality management and communication skills this role will be key in operationalizing change to drive customer centricity whilst ensuring that statutory obligations are met.

# ROLE KEY ACCOUNTABILITIES

* The roles primary responsibility is for the development of our Uniting Brand with oversight of activation of employee recruitment, communications & market research
* The development and implementation of overarching brand marketing strategy. Oversees the execution of integrated marketing campaigns across channels, ensuring consistency in brand messaging and alignment.
* Brand Communications including proof reading, writing to tone of voice, content development.
* Analyse market trends, consumer behaviour and competitor activities to inform the brand strategy and identify opportunities.
* Providing analysis of relevant market research and operational information and assisting managers to evaluate and integrate the information they receive. Conducting specialised studies as required, providing insights into the operation of the team and the organisation.
* 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.
* Take 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.
* Understand industry trends and commercial implications and demonstrates knowledge of the impact the Directorates in Uniting.
* Contribute to the development and evaluation of changes and improvements to the services provided by the department/team and ensures that changes support the viability of Uniting.
* Confidently establish and maintain a safe and supportive working environment that is inclusive of all staff through celebrating their nationality, cultural background, LGBTI status, abilities, gender, and age.

# 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 classification:** Marketing Lead, Brand Engagement
* **Your directorate:**  Customer Risk and Governance
* **You’ll report to:** Chief Customer Officer

# YOUR KEY CAPABILITIES

**Enterprise Leadership**

* **Creates Vision, Purpose and Culture** - Connects Uniting people to our purpose through a compelling vision of the future.
* **Demonstrates Strategic Agility** - Creates breakthrough strategies, anticipating future trends and their commercial opportunities.
* **Builds Enterprise Performance and Relationships** - Collaborates across functions and agendas to achieve the best outcomes for Uniting as a single enterprise.
* **Develops External Relationships** - Represents and advocates for the Uniting brand, reputation and social justice externally.

**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 and 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:**

* Postgraduate and/or Bachelor qualification in Marketing with business experience

**Experience:**

* At least 8 years’ experience in a large complex organization in a Marketing leadership role.
* Over 5 years’ experience in brand strategy and implementation of brand campaigns. Proven results in implementation of best-practice brand metrics and effectiveness
* Deep understanding and implementation of best-practice brand metrics and effectiveness.
* Experience and technical skills in writing, developing communications.
* Deep knowledge of qualitative and quantitative research methodologies. A proven ability to analyse and interpret multiple data sources, develop insights and present results with impact
* Excellent communication skills and the confidence to engage with and influence senior stakeholders
* Demonstrated capacity to lead a team, build the capability and collaborate with others.
* Passion for social change and creating an organisation of influence for the most disadvantaged.
* Skilled at navigating a complex organization, forging relationships, and managing through influence rather than direct authority
* Sound knowledge and proven experience in the application of contemporary strategies, campaigns and practices in brand and marketing with results achieved against strategic objectives.

EVEN BETTER

* Data science, mkt research and deep insight experience via Inhouse and agency experience
* Worked with the People team for internal recruitment programs

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