

Manager Communications & Digital Marketing

The Organisation:

The Australasian Gastro-Intestinal Trials Group (AGITG) (www.gicancer.org.au) is a not-for-profit organisation dedicated to improving the health and quality of life of patients with Gastro-Intestinal (GI) cancer by developing and conducting impartial and collaborative multi-disciplinary [clinical trials](#) which include health professionals, patients and consumers. The GI Cancer Institute raises awareness and funds to support GI cancer clinical trials research conducted by its parent organisation, the AGITG.

GI cancers include cancers of the oesophagus, stomach, liver, gall bladder, pancreas and bowel. GI cancers are the most common form of cancer, affecting over 28,000 Australians each year and claiming a devastating 38 lives each day. AGITG clinical trials research finds better ways to treat gastro-intestinal cancers. Our research has led to the improvement in both the life expectancy and quality of life of people diagnosed with gastro-intestinal cancers.

An exciting new opportunity is available for an experienced, highly driven Communications & Digital Marketing Manager to join our team. In this role, you will lead the development and ongoing improvement of our communication and digital plans and be our expert in marketing strategy (both traditional and digital).

Professional Relationships for the role:

Internal	External
<ul style="list-style-type: none"> • CEO • Board of Directors • Clinical Research and Fundraising team members • Communications Coordinator • AGITG Membership and Principal Investigators • Finance Department 	<ul style="list-style-type: none"> • Health professionals • Donors and supporters • Corporate Sponsors • Collaborative research groups – national and international • Collaborative support groups • General public • Third Party agencies and suppliers

The role

You will have a leadership role in the organisation where you will be the key creator/articulator of dynamic briefs and plans that provide a solid practical roadmap for

the team to follow in communications and digital marketing. Whilst your strategic and leadership capabilities need to be polished for this newly created position you will also need to be willing to execute.

The Manager Communications & Digital Marketing will work closely with the CEO, Board of Directors, Senior Management and key stakeholders to raise awareness about the significant work of the AGITG and GI Cancer Institute amongst health professionals and in our community ensuring the growth of all programs across the organisation including clinical trial research, scientific conferences, educational programs and fundraising.

This new role will also see you develop and deliver:

- Develop well-researched, strategic communications and digital marketing plans across all business functions of the organisation
- Build effective marketing assets and run successful campaigns.
- Focus on accountability – able to measure, understand and report on the performance of marketing campaigns and assess against goals (ROI and KPIs)
- Develop a 12-month digital content plan to support organisational strategic priorities
- Plan and deliver external communication and marketing strategies
- Manage media outreach
- Manage the organisation's digital channels, including web and social media presence
- Manage all communications and marketing activities, including videos, digital newsletters, web content and social media
- Develop strategic relationships with the organisations various stakeholders
- Mentor and encourage team members to foster a creative environment

You will have the following experience and skills:

- You will have over 7 years' experience in strategic marketing and/or communication role
- Demonstrated knowledge and experience working with different online platforms including different approaches and content styles
- Demonstrated experience with digital content creation including SEO content requirements
- Demonstrated experience in social media management
- Excellent writing skills and media management experience
- Experience in monitoring and evaluating digital communications activities
- Experience in preparing and delivering digital marketing strategies
- Strong time management skills with the proven ability to manage several projects at once, make sound judgments, prioritise work and to work under pressure to meet tight deadlines.
- Experience in managing budgets, project expenditure and delivering organisational outcomes.

- Demonstrated ability to engage, support and develop team members and build effective relationships across the organisation.
- Knowledge of and experience with CRM databases and data analysis.
- Proficient in Microsoft Word, Excel, PowerPoint and CRM databases.

Person Specifications

- Strong liaison, negotiation and presentation skills to secure, support and maintain relationships
- Pro-active and highly motivated self-starter
- A strong and sensitive communicator, both verbal and written
- Strong oral and written communication skills
- Strong leadership and interpersonal skills
- Strong passion to work with communities and stakeholders
- Collaborative
- Confident
- Adaptable to change
- Ability to analyse data
- An ability to make decisions in a timely manner
- Professional presentation
- Excellent planning, organisational and project management skills including ability to write and present project plans, reports and briefings
- Results orientated – committed to achieving targets
- Strong attention to detail
- Experience developing and managing a budget
- Excellent ability to consult, analyse issues and process information