|  |  |
| --- | --- |
| **Position:** | **Partner Marketing Communications Consultant** |
| **FTE:** | 1 FTE | **No. of direct reports:** | - |
| **Tenure:** | Permanent  | **No. of indirect reports:** | - |
| **Reports to:** | General Manager - Impact, Communications & Insights  | **Delegated authority:**  | - |
| **Governance:**  | Board / Committee |

**SuperFriend’s vision is for an Australia where all workplaces are mentally healthy**

We are a workplace mental health organisation specialising in financial services. We provide training, solutions and insights, and advocate for positive change through industry and government forums.

Our main stakeholders are our 32 Partners, made up of Australia's leading profit-to-member super funds (including AustralianSuper, Cbus, UniSuper), and group insurers (including TAL and AIA).

We work directly with our Partners and in their workplaces, and with their participating employers. Our Partnerships mean we have potential to embed mental health and wellbeing best practices into 750,000 workplaces and impact more than half of Australia’s workforce.

|  |
| --- |
| **Role Purpose & Summary** |
| The objective of the Impact, Communications & Insights team is to is to connect SuperFriend's target audiences with useful, relevant, engaging and accurate data, insights and communications that contribute to lasting, positive change.Reporting to the GM Impact, Communications & Insights, this role will contribute to our thriving workplace culture where everyone has the opportunity to be their best. We operate as a multi-disciplinary team, sharing expertise, knowledge and working collaboratively to achieve exceptional customer experiences, uptake of SuperFriend solutions, measurable impact and organisational objectives. The Partner Marketing Communications Consultant is accountable for delivering exceptional and engaging Partner-focussed marketing communications across a range of channels, together with mature and responsible Partner relationship support, while ensuring SuperFriend is thriving, sustainable and has an optimistic future. Accountabilities include:1. Working with the GM Impact, Communication & Insights, Partner Relationship Managers and Solutions Managers to refine and deliver our strategic Partner marketing and communications program
2. Managing relationships with a number of our Partner marketing leads and responding to requests
3. Writing and editing content for a range of channels (social, digital, media), primarily focussed on workplace mental health and wellbeing
4. Managing Partner content within our CMS (WordPress) and CRM (Infusionsoft), together with extracting and reporting relevant data
5. Working with a range of vendors including graphic designers, digital providers, printers, PR agency and event facilitators
6. Helping improve SuperFriend's brand awareness and engagement
7. Contributing to special projects as required, including new solutions and digital work
8. Contributing to business operations through effective and consistent use of SuperFriend systems and processes, and reporting Partner marketing and impact outcomes, both internally and externally
9. Monitoring delegated budgets and forecasts, compliance and risks

Some interstate travel may be required. |
| **Essential Knowledge, Skills & Qualifications** |
| * Tertiary qualifications in marketing, communications or journalism, and a minimum of five years' experience
* Experience in consulting or relationship management and managing a broad range of stakeholder relationships
* Knowledge of or experience in the superannuation and insurance industries and / or psychology and workplace mental health is highly desirable
* Deep understanding of digital marketing channels, measurement and reporting
* Outstanding interpersonal, written, verbal and representational skills, with experience in working collaboratively across multi-disciplinary teams
* Proven team player with a focus on outcomes, getting things done and taking pride in their work
* Committed to being part of a collaborative, friendly and supportive team.
 |

|  |
| --- |
| **Role Capabilities & Requirements** |
| ***The way*** ***we work*** | We live our values: Accountability, Respect Collaboration and CaringWe create value through excellence |
| We are passionate about creating value and exceeding our customer’s expectations through constantly striving to redefine our standards of excellence and quality |
| **OUR CUSTOMERS: We are customer centric, achieving mentally healthy workplace for Australians through advocating for, equipping and empowering our Partners** |
| ***Customer Centric*** | **Intermediate** | * Engages in productive and focussed conversations with customers to consultatively identify a solution
* Provides trusted advice for customers based on an understanding of the underlying need
* Identifies obstacles for customers and calls on appropriate resources to overcome them quickly
* Suggests improvements to deliver a better customer experience
* Handles customer concerns and criticism constructively by listening carefully and working with them to resolve the issue
 |
| ***Partner & Stakeholder focus*** | **Advanced** | * Proposes compelling solutions that anticipate Partner/Stakeholder future needs
* Clearly articulates the consequences or benefits of a solution in measurable terms
* Looks for cost effective ways to meet and exceed Partner/Stakeholder needs
* Looks for ways to maximise existing Partner/Stakeholder base and build ongoing loyalty
* Initiates and maintains extensive networks and looks for opportunities to facilitate networking between others
* Coaches others to develop their relationship skills
 |
| **OUR PEOPLE: We support and enable our people to be their best and thrive** |
| ***Leadership*** | **Intermediate** | * Calls out non-inclusive or disrespectful behaviour, clearly explaining the situation and impact on others
* Leverages the complementary strengths of others to enable a high-performing team
* Facilitates conflict resolution to enable cohesive team-work
* Challenges, supports and coaches others to achieve their full potential
* Allocates resources and delegates tasks in a way that supports and stretches team members to achieve outcomes
* Ensures achievements are recognised and celebrated
 |
| ***Collaboration & Connection*** | **Intermediate** | * Proactively looks for and creates opportunities to work across teams and customers to co-design solutions and achieve enhanced outcomes
* Offers to share resources and capabilities from own team in support of shared objectives
* Leverages complimentary capabilities and knowledge to deliver a strong collaborative result
* Identifies barriers to teamwork between groups and individuals and helps to overcome them
 |
| ***Communication & Influencing*** | **Expert** | * Promotes concepts of visions of the future using a range of influencing styles and messages
* Uses appropriate emotive language to generate energy and commitment towards goals
* Identifies points of agreement or common interest between self and others and uses these to influence others
 |
| **Embracing Growth & Change** | **Intermediate** | * Continues to perform effectively in highly stressful and ambiguous circumstances
* Demonstrates a positive outlook in times of uncertainty
* Recognises when to ask for support when under stress
* Gains stakeholder support and generates enthusiasm about change
* Understands own development needs and acts on these to improve
 |
| **OUR BUSINESS: SuperFriend is a well-managed, sustainable organisation delivering Partnership value** |
| ***Continuous Improvement & Innovation*** | **Advanced** | * Takes a broad view when analysing complex and ambiguous situations, and can recognise patterns and draw linkages between this data
* Undertakes improvement projects that cross business teams to improve the end to end process and customer experience
* Develops long term solutions that address the root cause of problems and prevent recurrence
* Challenges the status quo to identify improvement or innovation opportunities when appropriate
 |

|  |
| --- |
| **Role Capabilities & Requirements (continued)** |

|  |  |  |
| --- | --- | --- |
| ***Strategic Focus*** | **Intermediate** | * Articulates the why, what, how and when of the organisation strategy to help others to understand it
* Adopts broad perspectives beyond own field of expertise
* Guides others to ensure that activities and outcomes of the team support the delivery of the strategy
* Maintains a consistent focus on executing strategic priorities
 |
| ***Delivering Results*** | **Intermediate** | * Adjusts plans to ensure delivery on expectation; initiates action without prompting
* Displays drive and clear focus on delivering results
* Manages expectations and accepts accountability for deadlines, budgets, quality and outcomes
* Delivers consistently to plan and focuses on the achievement of results despite obstacles
 |
| ***Business Acumen*** | **Intermediate** | * Understands and articulates the impact of own performance on business and commercial outcomes
* Considers how activities in own team impact on the business plans and operations of other teams
* Takes immediate and appropriate action to minimise day-to-day risks to business
 |
| **Role Challenges** |
| * Engaging Partners in the busy and competitive super and insurance landscape
* Translating complex information into engaging, clear and informative content
* Continually growing an in-depth understanding of superannuation, insurance and workplace mental health, and understanding the intersections and benefits of the sectors connecting
* Working in a for-purpose, not-for-profit organisation with ambitious goals; being adaptable and flexible and working across a range of projects in a very hands-on way
* Developing and delivering a broad Partner communication program with complex, multiple stakeholders
* Successfully bringing this function to life within the Impact, Communication & Insights team – and bringing other SuperFriend team members on the journey
* Deeply understanding customer needs from a diverse range of industries and stakeholder groups
* Cultivating and creating a seamless, united and cohesive culture between Sydney and Melbourne teams
* Working flexibly to deliver core portfolio plus additional projects as required
* Delivering compelling, successful marketing results with a not-for-profit budget
 |
| **Success Indicators** |
| Success in this role will include the development and delivery of an effective Partner marketing communications program, and contribution to a thriving team culture. It will be measured through Partner satisfaction, qualitative feedback, digital engagement scores and overall progress towards achieving SuperFriend's strategic goals. Other key success metrics include:* Increasing uptake of SuperFriend’s solutions, insights and advocacy through diverse Partner channels
* Continually improving the marketing communications to meet evolving Partner, employer and member needs
* Ensuring team members are engaged, leaders in their field and working in a thriving organisational culture
* Contributing towards SuperFriend delivering on its strategic flagship activities and business goals
 |
| **Key Internal Relationships** | **Key External Relationships** |
| * GM – Impact, Communications & Insights and colleagues
* Fund Partnerships Team
* Insurance Solutions Team
* CEO & Leadership Team
* SuperFriend Team
* Board Committee members
 | * Partners
* Superannuation and Insurance industry key stakeholders
* Suppliers including graphic designers, digital vendors, printers, photographers, freelance writers, PR agency
* Mental Health Sector
* Service Providers
 |