



## Position description: Head of Marketing & Communications

### Position details

|                           |                                    |
|---------------------------|------------------------------------|
| Employment classification | Full time                          |
| Probationary period       | 6 months                           |
| Location                  | Sydney (negotiable)                |
| Reports to                | Chief Executive Officer            |
| Salary                    | Negotiable depending on experience |

### Key behaviours and values

Supply Nation's values guide the way we work without members and suppliers, within our communities and with each other. Through integrity, accountability, collaboration, excellence and empowerment, we create a culture where ideas flourish and a difference is made. We work together to transform the Indigenous business sector.

#### **Integrity**

We care deeply about what we do and how we do it. We stand up for what we believe in.

#### **Accountability**

We take responsibility for our own actions. We honour our commitments.

#### **Collaboration**

We work together as a unified team to produce the best results for our customers.

#### **Excellence**

We are committed to consistent professionalism as a positive, flexible and responsive, innovative and efficient team.

#### **Empowerment**

We create and promote a culture where all may thrive.

## Position summary

Supply Nation is the Australian leader in Supplier Diversity and provides a direct business to business purchasing link between corporate Australia, government agencies and Indigenous owned businesses.

Reporting to the Chief Executive Officer, the Head of Marketing & Communications will deliver best-practice and innovative marketing and communication strategies and will ensure that Supply Nation promotional and positioning activities complement the organisational objectives.

The Head of Marketing & Communications is responsible for the planning, development and implementation of all of Supply Nation's marketing strategies, public relations activities and stakeholder communications, both external and internal. The Head of Marketing & Communications will direct efforts of the marketing and communications staff (currently 3) and coordinate at the strategic and tactical levels with the other functional areas of Supply Nation, tying all marketing activity back to organisational goals, including enhancing stakeholder engagement whilst always keeping the big picture in focus.

As a member of the executive management team, the Head of Marketing & Communications will be involved in organisation-wide strategic and business planning, evaluation, and professional development initiatives.

## Key responsibilities

### Strategy & Management

- Lead development and implementation of Supply Nation's Marketing & Communications plan and ensure adherence to the goals and brand outlined therein.
- Ensure delivery of the goals and objectives of the Marketing + Communications Plan. Ensure that evaluation systems are in place related to these goals and objectives and report progress to the CEO and Board.
- Ensure that the appropriate systems, staffing and procedures are in place to properly and reasonably support marketing and communications in line with industry best practice.
- Work closely with program staff to design and implement communications strategies and effective messaging for organisational and project-specific goals.
- Work with the General Manager, Operations to develop annual budgets for marketing & communications, and monitor progress, assure adherence and evaluate performance against agreed outcomes.
- Assist members of the management team in ensuring our communications are culturally competent and reach diverse audiences.
- Manage key organisational partnerships that support organisational marketing, events, supplier/member acquisition initiatives and fundraising goals.
- Manage interns and research fellows focused on communications/marketing.

### Brand Management

- Develop, implement, and evaluate an annual marketing and communications plan that includes social media, print and digital content, and email marketing.
- Ensure that brand identity, messaging and marketing and communications strategy are infused in all organisational efforts

- Develop, implement, and evaluate marketing campaigns related to programs, special events, supplier, member acquisition and donor cultivation.

## **Content Strategy and Management**

- Oversee the development, design, distribution, and maintenance of high-quality print and electronic collateral including, but not limited to annual report, brochures, presentations, newsletters, and reports.
- Lead the strategy and generation of engaging digital content for Supply Nation’s website, social media and email channels that leads to measurable action.

## **Press and Public Relations**

- Identify trends, monitor current events and influencers to anticipate opportunities for Supply Nation to engage in and/or lead the national conversation on Indigenous Business in Australia.
- Guide the strategy on press outreach, including messaging in press releases, creation of press kits and materials, interview preparation, and responses to media requests.
- Develop close partnerships with members of the media.

## **Workplace health and safety**

- Lead a strong culture focusing on risk management and staff safety.
- Ensure Supply Nation’s compliance with all safety laws nationally including insurances and workplace safety procedures.
- Maintain a clean and safe work environment while complying with all safety policies and procedures.
- Escalate all workplace accidents and hazards to the CEO and implement immediate action for identified hazards if able to do so.
- Participate in workplace consultative meetings and recommend improvements to relevant workplace health and safety practices within the workplace.

## **Key selection criteria**

### **Skills, knowledge and experience**

The Head of Marketing & Communications is expected to work independently but also where required, collaboratively, building business relationships with relevant stakeholders, both internal and external. The role requires a person of good judgement, with the ability to organise and manage multiple projects/priorities and deliver outcomes as a leader and across the team, in a fast-paced and dynamic work environment.

The Head of Marketing & Communications fosters a work environment that encourages innovation, whilst at the same time striving for continuous improvement.

This role requires the following specialist knowledge and key attributes and skills:

#### **– Communicates with Influence**

- Demonstrates a diverse range of communication techniques in order to deliver effective and strategic outcomes, and particular skills relevant to working with Indigenous communities and other key stakeholders
- Proactively supports systems and processes to facilitate information sharing within and across the organisation
- Plans for the future and communicates and influences to meet needs and requirements
- Facilitates a culture of information sharing across all areas of the organisation – identifying ideas and solutions that are innovative and deliver strategic outcomes

- **Develops Productive Relationships**
  - Develops and maintains highly productive relationships with managers, staff and key stakeholders built on trust and respect
  - Invests in key relationships with a view to long term possibilities and strategic goals
  - Ensures a focus on solutions whilst taking into account the “bigger picture” i.e. organisational goals and objectives
  - Demonstrates the ability to work both in a team environment and independently, displaying a high level of tact, people skills and the ability to maintain confidentiality
- **Organisational Savvy and has the ability to:**
  - Drive and implement strategic leadership for achieving key organisational objectives
  - Implements long-term strategies that will align the organisation with its Vision and Mission
  - Anticipates problems likely to arise from internal and external pressures
  - Is solution focussed
- Resilience – the ability to adapt to a fast paced and rapidly changing work environment
- Demonstrated knowledge and understanding of Indigenous societies, cultures and issues affecting Indigenous Australians in business
- Bachelor’s degree required, advanced degree preferred in the areas of communications and marketing related field (e.g. marketing, business administration, management, advertising, journalism, and/or communications)
- At least five to eight years of professional experience, including leading the communications, marketing, social media and public relations activities of a high-growth organisation
- Strong creative, strategic, analytical, organisational and personal skills, with the experience of managing multiple projects at a time
- Experience overseeing the design and production of online and print collateral and publications
- Excellent writing and editing skills including speech writing experience
- Experience developing and implementing successful social marketing strategies
- Proven track record in developing a broad spectrum of proactive media relations campaigns and demonstrated ability to communicate effectively to diverse audiences
- Computer literacy in Microsoft Office required – Salesforce and Adobe Design Suite experience preferred
- Commitment to working with shared leadership and in cross-functional teams
- Strong oral and written communications skills
- Excellent people skills, with experience collaborating in a multi-disciplinary, diverse, and dynamic team
- Demonstrated resourcefulness in setting priorities, proposing new ways of creating efficiencies, and guiding investment in people and system
- Flexible and a self-starter; able to manage multiple concurrent projects while also being highly detail-oriented with an attention to quality
- Personal qualities of integrity, credibility, and a commitment to Supply Nation’s values and vision
- Knowledge of supplier diversity in the Australian context and/or Indigenous Business sector will be highly valued
- Project management experience

### **Additional requirements**

- A current driver’s license
- Attendance at after-hours meetings and/or events may be required
- Interstate travel may be required

### **Other information**

#### **Salary Packaging**

As a registered charity with PBI status, Supply Nation is able to offer employees the option to salary package a portion of their wages.

You may choose to package a range of items, such as your mortgage, rent, school tuition fees, private health insurance or even a personal loan repayment, or you may decide to use a Salary Packaging Debit Visa Card to package everyday living expenses including groceries, clothing and utility bills.

You can package up to the allowable maximum by the Australian Taxation Office each FBT year.

If you choose to package your salary (it is an option) money is deducted from your salary pre-tax. You pay tax only on the remaining portion of your salary not the salary packaged money, significantly reducing the income tax you pay.

### **A work life balance**

Supply Nation acknowledges the need to balance your work and personal life. To support this, we have developed and value a workplace culture that encourages self-care and a healthy and sustainable staff team.

We have clear policies that support flexible work arrangements, provide a paid parental leave scheme and promote staff development and training.