



Position Description

Head of Marketing

Wesley Marketing
July 2020

Agreement

Signed – Manager

Signed – Employee

Date

Date

Do all the good you can
because every life matters



Head of Marketing

Wesley Marketing

1. Overview of Wesley Mission

Wesley Mission is a Christian organisation that has been caring for people for over 200 years, continuing the work of Jesus Christ in Word and deed.

1.1 Our Vision

“Do all the good you can, by all the means you can, in all the ways you can, in all the places you can, at all the times you can, to all the people you can, as long as ever you can”.

1.2 Our Mission

Continuing the work of Jesus Christ in Word and deed.

1.3 Our Values

Out of Christian love and compassion we are driven by:

- Christlike servanthood
- Unfailing integrity, and
- Courageous commitment.

The organisational plan is based on four key result areas, namely:

- our clients
- our people
- our operations, and
- our financials.

Our position descriptions and performance plans are aligned with the key result areas.

2. Overview of Wesley Marketing

The operational work of Wesley Mission includes a portfolio of community service activities that is diverse and constantly changing. The role of Wesley Marketing is to:

- define the overall positioning and communication of the Wesley Mission brand
- build greater awareness of Wesley Mission in our community
- support Wesley Mission centres in their profile building and promotional activities

3. Overview of role

The Head of Marketing is responsible for driving the marketing strategy and defining the positioning for the organisation. It defines our key marketing activity and provides oversight of marketing planning and support to the centres. It ensures our communication is maximised both within the organisation and with our external audiences. This role also provides support for the business planning function across the entire organisation.

The Head of Marketing is responsible for the positioning and key messages for the specific centres within the organisation, ensuring alignment with overall messaging for Wesley Mission.



The role leads a team of marketing, communication and design professionals to deliver a range of marketing projects. The ability to build relationships across all areas of Wesley Mission is critical to the success of this role.

4. Relationships

Reports to: General Manager, Wesley People & Communications
Supervises: Marketing Manager, Corporate
Senior Marketing Officer, Service Delivery
Senior Marketing Officer, Digital
Marketing Assistant
Budget sign-off: \$30,000

5. Major role responsibilities

5.1 Our clients

- contribute to the annual business planning process across the organisation
- define the brand and positioning strategy for the organisation
- drive awareness through the consistent management and application of the Wesley Mission brand across all areas of the organisation
- set the strategy for centre marketing, centre engagement, and centre specific projects
- oversee the development of our digital media strategy and ensure opportunities to leverage these channels are maximised

5.1.1 Performance Measures

- engagement with and adherence to business planning process
- brand tracking survey and key brand tools in place
- results reporting on digital channel performance
- lead to conversion ratios and cost per conversion
- sales, recruitment and occupancy targets

5.2 Our people (our team)

- manage the Marketing team, setting the strategic direction and ensuring the most effective use of resources
- provide clear, supportive and interactive leadership
- provide staff with clear role expectations, career training and development and career growth opportunities using Employee Contribution & Development Plan process
- manage performance and program delivery of direct reports
- regularly conduct and document individual meetings with direct reports and facilitate feedback to ensure employee satisfaction and performance



- ensure team is abreast of new developments and technological innovations relevant to Wesley Mission's work
- educate, inform and guide the team to deliver a "joined up" approach to all activities and campaigns
- monitor and manage allocation of activities and resources to support delivery of Wesley Marketing business plan
- create a team culture of inspiration and passion for Wesley Mission
- at least two times per year, document your progress using the Employee Contribution & Development template and meet with your manager to discuss
- ensure your position description is up-to-date and identify career training and development and career growth opportunities for yourself
- regularly report to your manager on team issues such as resourcing needs, performance, and training/development, disciplinary action, leave, Work, Health & Safety issues etc.
- work collaboratively with colleagues to achieve broader strategic goals of the Marketing plans
- build collaborative relationships with internal and external stakeholders
- work as a positive contributing member of the Wesley Marketing team and wider team
- promote and ensure adherence to Wesley Mission brand
- ensure all Human Resource (HR) policies and procedures are understood and adhered to
- attend all scheduled meetings

5.2.1 Performance Measures

- positive levels of staff satisfaction as measured through 360-reviews and staff survey
- regular WIP meetings held with direct reports
- monthly Marketing team meetings held
- performance, training and development plans in place for all direct reports, reviewed annually
- positive feedback received from line Manager and Wesley Mission team members

5.3 Our operations

- communicate the Wesley Mission brand and key messaging strategy to stakeholders to build effective relationships, gain their support and ultimately create advocates
- conduct annual client satisfaction survey
- produce benchmarking studies where appropriate to aid in continuous improvement
- regularly review the systems and processes to seek more efficient and effective methods of delivery and to ensure continual improvement
- ensure adherence to the Wesley Marketing project delivery processes



- be an advocate of the Wesley Mission brand, ensuring brand compliance and use of correct templates
- define the strategy for internal communication
- deliver an integrated marketing approach across all centres including developing process, setting priorities and rollout of marketing activities
- build relationships with our centres to enrol their support for all centre marketing projects and plan an integrated approach to marketing communications
- provide reports for Senior Management and Centre Staff, as required
- communicate our key messaging strategy to our centres to gain their support and ultimately create advocates

5.3.1 Performance Measures

- internal client (centres) satisfaction measured through 360-reviews and project staff survey
- benchmarking studies and measures in place
- conformance and continual improvement demonstrated through audit performance
- regular WIP meetings held with direct reports to ensure projects are delivered on time and on budget

5.4 Our financials

- develop and manage budgets and forecasts
- review income & expenditure statements on a monthly basis and advise manager of any concerns or anomalies

5.4.1 Performance Measures

- budgets developed and approved in line with organisational expectation
- projects managed to budget
- opportunities for improved financial performance identified
- no surprises in financial reporting

6. Professional responsibilities

- as directed, other activities to support the delivery of the Wesley Marketing Business Plan and Wesley Mission Strategic Plan, as requested by your manager
- as an employee, be responsible under the Work Health & Safety Act for the health and safety of all persons they come into contact with, during employment. All hazards and injuries must be reported through the normal process as set out in Wesley Mission's Work Health, Safety and Rehabilitation Quality Management System and site procedures



- participate in the review and maintenance of industry specific and internal audit processes, as per Wesley Mission's standard policy and procedures
- in relation to Wesley Mission and the Uniting Church in Australia, attend such functions, meetings, seminars, training courses as directed by your supervisor
- in relation to Wesley Mission attend worship services as encouraged by your supervisor
- participate on a quarterly basis in Wesley Mission's Employee contribution and development process
- take responsibility for personal career development and training
- participate in Wesley Mission's Orientation program, so as to gain an understanding of, and promote, the application of the EEO, Affirmative Action, Privacy Act, Work Health & Safety Act and other relevant legislation
- administer Wesley Mission's philosophy of care and other relevant policy documents as appropriate
- demonstrate responsible stewardship of all resources, and willingness to report impropriety in keeping with the values of Wesley Mission
- ensure the reputation and integrity of Wesley Mission is maintained at all times
- maintain confidentiality.

7. Selection criteria

To be successful in this position, candidates must possess the following:

Demonstrated behaviours

- willingness to affirm Wesley Mission's vision, mission and values and enthusiastically advocate our Word and deed ministry
- ability to engage and inspire a passionate team through clear decision making and the provision of a supportive and collaborative management style
- demonstrated ability to work unsupervised as well as an effective team player with a positive can-do attitude
- relates well to a range of people with sound listening and problem-solving skills
- confident professional with strong initiative and business acumen
- displays emotional maturity and resilience.

Essential skills/knowledge

- extensive experience in the development, delivery and management of integrated marketing campaigns and brand strategy
- experience managing multiple disciplines including marketing, communications, digital marketing, research, public relations and video production
- experience in working with business units to deliver seamless customer experience across all stages and touchpoints in a customer journey



- experience with CRM systems and marketing automation
- experience in managing and guiding a wide cross section of internal and external stakeholders to achieve set objectives
- ability to prioritise and delegate campaign initiatives, resources and budgets
- experience in managing internal and external stakeholders to achieve set objectives
- proven organisational skills, ability to multi-task, prioritise workloads and meet deadlines and budgets
- demonstrable skills in conflict resolution, change management and financial management
- experience in managing a team and developing teams for superior performance
- thorough attention to detail
- excellent written and oral skills, public speaking and presentation capabilities
- outstanding interpersonal skills, flexible, patient and ability to relate well to all levels of society that Wesley Mission interacts with
- proficient computer skills in Microsoft Office
- must possess a current NSW Driver's Licence.

Desirable skills/knowledge

- tertiary qualifications in Marketing or Business Management
- not for profit or cause related management experience
- an appreciation of the challenges involved in managing a diverse workforce within a not for profit environment.