

Job and Person Specification

Title:	Marketing and Communications Manager	Location:	Adelaide Head Office
Position Created:	January 2020 Revised October 2020	Type of Appointment:	Full Time, Part Time (0.8 FTE) is also considered. Six months contract with possibility of extension

Job Specification

1. Summary of the broad purpose of the position and its responsibilities/duties

The Marketing and Communications Manager will lead strategic and operational marketing and communications for Scope Global. The role will contribute to Scope Global's success through creating and driving marketing and communications strategies, including the development of high-quality marketing and communications products for a wide range of stakeholders.

The Marketing and Communications Manager will act as a focal point for corporate marketing and communications knowledge, advice and support, and will lead collaboration between program-based marketing and communications employees.

The role will coordinate media relations as required, including crisis media and communications.

2. Reporting Relationship

The Marketing and Communications Manager reports to the Head of Strategy and Engagement.

The role works closely with the CEO, Executive Leadership team and employees to develop strategies and deliver a variety of marketing and communications requirements.

The role will require liaison with a range of Australian Government agencies, program managers, offshore staff and teams, national and international media, external stakeholders including consultants and other external organisations.

3. Special Conditions

Scope Global is an Equal Opportunity Employer which requires all staff to read and comply with our Corporate Policies including Code of Conduct, Work Health and Safety, Child Protection Policy, Fraud Prevention, Detection and Investigation Policy and complete Police and security checks where required under the policy.

4. Statement of Key Outcomes and Associated Activities

The key responsibilities of the position will be to:

Key Outcomes	Associated Activities
Lead the development and delivery of Scope Global's internal and external marketing and communications strategies and activities.	<ul style="list-style-type: none"> • Work autonomously to lead the development, implementation and evaluation of external marketing and communications strategies for Scope Global. • Provide marketing and communications leadership, coordination, and support to Scope Global and program teams. • Create linkages and learnings between programs and activities to showcase progress and success and contribute to a culture of continuous learning. • Ensure Scope Global and program branding is applied correctly and oversee development of new program branding as required.
Develop and manage content for Scope Global and program publications, both print and online.	<ul style="list-style-type: none"> • Develop high-quality and accessible marketing and communication content. • Manage Scope Global's digital platforms such as websites and social media sites. • Using insights, data and research develop and manage a proactive content distribution process • Google Analytics data analysis, goal measurement, ROI calculations, campaign performance analysis. • Basic custom graphic design for social, website and brochures that is eye catching, trust building and consistently on brand.
Provide marketing and communications advice and support.	<ul style="list-style-type: none"> • Manage sub-contractors such as graphic designers, printers and web developers to ensure high-quality deliverables are achieved. • Support a proactive internal communications culture at Scope Global as required. • Email newsletter content and automated email sequence strategies that build relationship.
Systems development	<ul style="list-style-type: none"> • Develop a data-driven insights strategy, drawing on internal and external systems. • Search Engine Optimisation. • Google Search & Display advertising.
Manage media relations	<ul style="list-style-type: none"> • Crisis media advice and support. • Respond to media enquiries and provide necessary support. including seeking appropriate approvals from stakeholders. • Identify, develop and implement targeted media campaigns.
Graphic Design and Document Production	<ul style="list-style-type: none"> • Supporting the business development team with the design and production of competitive tender submissions and expressions of interest. • Providing high-level quality assurance and final quality reviews of all tender submissions and expressions of interest. • Collaborating with the business development team in the design and production of diagrams and visualisation models for tender submissions and expressions of interest.

	<ul style="list-style-type: none"> • Taking an active role in proposal production; ensuring documents are produced within deadlines, client specifications and to professional standards.
Effective team performance	<ul style="list-style-type: none"> • Contribute to continuous improvement in service delivery and program performance. • Maintain a general understanding of programs and projects within Scope Global and identify areas for networking and collaboration. • Work with a collaborative and team-based approach.
Quality and legislative compliance	<ul style="list-style-type: none"> • Comply with Scope Global policies, procedures, practices and quality systems. • Comply with role specific policies and procedures. • Ensure role specific procedures and all relevant documentation are kept current and available on SharePoint in accordance with Scope's ISO certification requirements.
Core Values	<ul style="list-style-type: none"> • One Team – We collaborate to succeed • High performance – We share a commitment to outstanding performance • Innovation – Innovation fuels our growth

Person Specification

Minimum Requirements/Key Selection Criteria

Essential

1. Tertiary qualifications or demonstrated equivalent experience in communications, journalism, marketing or a related discipline, and a minimum of five years' experience in similar role.
2. Demonstrated experience in creating, delivering, and measuring high-quality marketing and communications strategies, preferably within the government, university or development sector.
3. Outstanding ability to write effective, accurate and engaging content for a range of communication channels.
4. Strong interpersonal skills and proven record of strong stakeholder relations, with the ability to develop effective working relationships in a cross-cultural, multidisciplinary team.
5. Demonstrated experience managing digital media, particularly websites and social media, and using insights to inform digital content and strategy.
6. Able to work autonomously to manage a varied workload, set priorities and meet deadlines to deliver high-quality outputs, often within tight timeframes.
7. Demonstrated ability to set priorities, manage a number of tasks simultaneously and deliver outputs to specified deadlines and quality standards.
8. Demonstrated experience managing the design and production of competitive tender proposal submissions for federal and state government clients.
9. Advanced skills in Adobe Indesign CC, Adobe Illustrator, Illustration, and Adobe Photoshop.

Desired

1. Experience in the international education and/or international development sectors.
2. Experience in communicating with and mentoring people from different cultures and backgrounds, including in designing accessible online content.