

## Marketing Manager

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| Work Unit                        | Marketing and Communications                              |
| Classification Level             | 5   |
| Employment type                  | Full time (1.0) 12-month parental leave cover             |
| Work location                    | Melbourne   |
| Reporting line                   | Head of Marketing and Communications                      |
| Supervisory Responsibilities     | Digital Marketing Specialist, Senior Campaign Coordinator |
| Date document created or updated | 14/1/2021   |

### Position purpose

The Marketing Manager forms part of the management team of the Marketing and Communications function and provides strategic direction, team leadership and operational management of the ADF's marketing and campaign activities. This role is responsible for the day to day management, planning and delivery of the core internal and external marketing and campaign activity. The broad intent of this work is to grow and enhance the reputation of the Alcohol and Drug Foundation's (ADF) programs and services, and work towards our purpose of preventing and minimising alcohol and drug harm in Australia.

Working closely with the Head of Marketing & Communications, this role is dedicated to development of strategic brand, marketing and engagement activities as well as overseeing and managing the tactical execution of these. Focus is placed on ensuring that defined goals and objectives are delivered to extend the depth and reach of our brand and program materials, enhance public awareness, and strengthen community support. At all times we endeavour to build on our position as a leader in the national conversation around alcohol and drug harm prevention.

### Organisational context

Our purpose is to prevent and minimise harm from alcohol and other drugs across Australia.

Celebrating nearly 60 years of service to the community, the Alcohol and Drug Foundation (ADF), formerly the Australian Drug Foundation, is Australia's leading body committed to preventing alcohol and other drug harms in communities around the nation.

The organisation's work reaches millions of people in local communities through sporting clubs, health care settings and schools, offering educational information, drug and alcohol prevention programs and advocating for strong and healthy communities. The ADF is proudly independent and not-for-profit.

For further information, please go to our website: <http://www.adf.org.au/>

## Key Relationships

### Internal Relationships:

- Head of Marketing & Communications
- Marketing and Communications team
- Executive Team
- Other Senior Managers
- All staff

### External Relationships:

- Partners, including Government funders
- Agencies
- Other key stakeholders

## Responsibilities

### 1. Leadership

- Provide strong leadership and mentoring across the Marketing & Communications team as well as to your direct reports, with a focus on building a high performing, effective and collaborative team.
- Work closely with the Head of Marketing & Communications to ensure messages are consistent and aligned with the ADF's objectives.
- Manage and lead direct reports while working collaboratively with other senior leaders to ensure resources are managed responsibly and appropriately with desired outcomes achieved on time.
- Take responsibility for professional development of your team, whilst also building understanding of how you can work to improve as a team leader.
- Demonstrate and model the organisational values of Courage, Collaboration, Impact and Adaptability in your daily work and interactions.
- Where appropriate develop, communicate and monitor compliance of policies, guidelines and procedures related to organisation wide marketing.
- Work collaboratively across the team, business units and the organisation.
- Foster a culture of marketing excellence whilst enabling continuous improvement across the team.
- Contribute to the full team as a collaborative leader, taking initiative wherever possible to improve and streamline overall unit activity.

### 2. Strategic Marketing and Brand Development

- Working closely with the Head of Marketing & Communications, lead the strategic development of the Alcohol and Drug Foundation brand as well as sub brands.
- Working with key business units and project teams to actively develop detailed, cross channel strategic marketing activity plans that deliver on business plan requirements.
- Be an active participant and contributor to program and service design projects and be a strong voice advocating for marketing insight and user centred design.

- Participate in the strategy planning and development process providing operational input and support as required to the Executive.
- Provide authoritative and expert strategic advice to ADF's senior management on complex marketing, brand and engagement issues and opportunities
- Manage the ADF brand and sub brands to ensure they remain relevant.

### 3. Campaign Development and Execution

- Successful planning and delivery of high impact campaigns, digital promotions, advertising, web and eDM marketing, increasing participation and awareness of the ADF across its programs and services.
- Develop strategic marketing initiatives to support ADF programs acquisition and awareness activities.
- Oversee the tactical execution of marketing strategies f ADF programs ensuring strategic objectives and outcomes are met.
- Ensure that workflows for the team are coordinated and prioritised, whilst potential risks are flagged for concern with Executive.
- Coordinate and actively participate in the creation of marketing collateral development and asset creation across channels.
- Manage the production of high quality, consistent and cost-effective materials and assets.
- Oversee the development of content across digital channels to grow audience reach and increase engagement

### 5. Financial and Risk Management

- Develop and manage project budgets for marketing and campaigns and ensure a high level of financial accountability.
- Evaluate and manage risk and ensure quality in project proposals.
- Contribute to the development of the marketing and communications unit budget as well as project budgets.
- Monitor expenditure in accordance with the budget guidelines
- Ensure compliance with procurement policies and procedures

### 6. Reporting

- Monitor and report on the evaluation of marketing initiatives
- Oversee maintenance of appropriate databases and the integration of these, ensuring that Salesforce remains a source of truth for our contact relationship management.

## Capability Profile

### Education and experience

- Relevant degree or extensive job experience at a senior level with a minimum of 5-7 years' experience in marketing, advertising and/or brand management.
- A post-graduate degree in marketing, advertising business or communications would be considered advantageous.

### Skills and Knowledge

- Requires leadership, interpersonal and negotiation skills and excellent communication ability.

- Requires the ability to influence, collaborate and negotiate with stakeholders at senior levels.
- Demonstrated experience in the development and execution of successful marketing communication strategies to achieve organisational goals.
- Demonstrable experience in the planning and delivery of major campaigns as well as digital marketing activity.
- Demonstrated expertise in developing, translating and delivering complex brands through marketing communications.
- Extensive experience in stakeholder engagement, motivation and management planning.
- Demonstrated experience in evaluation of marketing communications, brand and communication and engaging stakeholders on their evaluation.
- Demonstrated experience of market and stakeholder research, interpretation and engagement.
- Demonstrated experience of inspiring and initiating creativity and innovation through marketing communications.
- Excellent communications skills, budget management, planning and organisation.
- Adaptability and problem-solving skills within a dynamic, changing environment, including the ability to work effectively across multiple projects at the same time.

#### Key Competencies

| Competency                       | Definition   | Importance |
|----------------------------------|--|------------|
| Build and Maintain Relationships | Able to establish and maintain relationships with people at all levels. Values and protects effective relationships with employees, customers and suppliers, as appropriate. Builds harmonious and positive alliances with relevant professional contacts. | Essential  |
| Results Orientation              | Takes responsibility and accountability for achieving required actions and or outcomes. Keen to complete tasks and see things through to the end.  | Essential  |
| Motivating others                | Enthuses others and facilitates successful goal accomplishment by promoting a clear sense of purpose. Inspires a positive attitude to work. Arouses a strong desire to succeed amongst team members.   | Essential  |
| Developing Others                | Actively seeks to improve others' skills and talents. Provides constructive feedback, coaching, training opportunities, and challenging assignments. Encourages development. Monitors performances and provides relevant feedback and advice.              | Essential  |
| Commercial Orientation           | Attuned to financial and commercial matters. Focuses on costs, profits, markets, new business opportunities and activities which will bring the largest return.  | Essential  |
| Strategic Perspective            | Takes a long-term view and thinks on a broad canvas. Helps to chart the long-term course of the business by evaluating key options, capabilities, threats and opportunities. Establishes and implements operational plans aligned with strategic visions.  | Essential  |