

POSITION DESCRIPTION

Marketing & Communications Manager

Position Title	Marketing & Communications Manager
Days, hours	Full Time
Location	Abbotsford Convent, Abbotsford
Reporting to	Head of External Relations

Role and Responsibilities
<p>This role is responsible for delivering Wildlife Victoria’s Marketing and Communication functions; establishing a brand personality, building strong brand awareness, increasing supporter engagement and managing the delivery of marketing and communications programs in line with the organisation’s growth strategy.</p> <ul style="list-style-type: none"> • Contribute to the marketing and communication strategy with support from the Head of External Relations, and input from Head of Advocacy & Community Engagement • Manage the development and delivery of marketing and communications programs from concept through to execution, measurement and evaluation • Develop and implement an effective Social Media and EDM strategy, from end to end (both a technical and communications perspective), across different platforms that drives engagement and brand awareness • Manage proactive and reactive media activities and sometimes act as organisation spokesperson • Prepare, schedule and distribute bulk emails • Manage website and associated analytics • Work closely with Fundraising and Wildlife Volunteering staff to support communications efforts to segmented stakeholder groups • In conjunction with internal stakeholders, develop content for supporter newsletters • Manage supplier relationships • Manage interns and skilled volunteers • Manage and monitor the marketing and communications budget • Deliver monthly KPI reports to the Head of External Relations • Some after-hours work related to stakeholder engagement, issues management and being on call for media enquiries • Other duties as required as directed by the Head of External Relations

Selection Criteria

Essential:

- A Bachelors degree in marketing or communications
- Minimum 4 years experience in marketing / communications
- Experience in delivering paid and organic campaigns via digital and traditional media
- Experienced in media relations
- Experience in and aptitude for database management and technical aspects of digital platforms
- Demonstrated understanding of data driven approaches to decision making
- Ability to work constructively with a team to achieve outcomes
- Ability to work independently
- Demonstrated ability to work positively with a range of stakeholders

Desirable:

- Knowledge of Salesforce Customer Relationship Management
- Not for profit experience
- Interest in wildlife and or animal welfare

About Wildlife Victoria

Our Wildlife Emergency Response Service receives notifications from members of the public via our emergency phone and online reporting system. We receive around 80,000 requests for help a year and help over 50,000 animals. When a member of the public contacts us about a sick, injured or orphaned animal, our Emergency Response Operators provide advice to help the caller manage the situation appropriately, and when necessary, arranges for a trained volunteer to attend. They also liaise with other organisations to ensure the best possible outcome for the animal.

The rescue service relies on an extensive state-wide network of rescue and transport volunteers, veterinarians who provide pro-bono services for wildlife, and the licenced carers and shelters who accept animals into their care for rehabilitation and release.

In addition to the rescue service, through our education programs and activities we help wildlife by providing people with the knowledge and skills they need for peaceful and positive co-existence with wildlife, and by facilitating positive community attitudes toward wildlife.