



JOB DESCRIPTION

Position:	General Manager, Marketing, Social Impact and Growth
Business:	Can:Do Group
Department/Program:	Operations
Responsible to:	Executive General Manager Operations
Award and Level:	Non Award according to the Townsend House and Royal South Australian Deaf Society Enterprise Bargaining Agreement 2017

Position Objectives:

Reporting to the Executive General Manager Operations, the General Manager, Marketing, Social Impact and Growth is responsible for the Group's marketing, fundraising and communications strategies and will have strategic and operational oversight of a portfolio of specialised services with a strong focus on business outcomes and meeting the needs of our partners, customers, clients, their families and communities. As a key member of the CDG Senior Leadership team there is an expectation that the GM, Marketing, Social Impact and Growth will work in partnership to ensure the growth and development of CDG services, businesses, brand and reputation.

The specialised portfolio includes:

Brand:

- Marketing: brand development, service promotion, stakeholder engagement.
- Communications and public relations

Growth:

- Fundraising: events and campaigns, donor relations and corporate partnerships
- Business Development

Service Delivery:

- Social Enterprise Services: Auslan Education, Auslan Interpreting and Support Coordination

The role will drive a culture of accountability and collaboration as they work within the CDG team to deliver high quality outcomes outlined in the Can:Do Group Business Plan. This will be undertaken with a key focus on driving a group performance culture with collective targets, mentoring staff to build and enhance capability, putting the client at the centre and aligning all activities and services with relevant compliance standards. Employees at this level require a high level of strategic and analytical thinking and proficiency in the application of theoretical approaches in the search of optimal solutions to new problems and opportunities, which may be outside of the original field of specialisation.

At various times, leadership of other areas of the business may be required and operational work within the role's portfolio will be expected.

Special Requirements:

Essential:

- Must be prepared to work flexibly across services should the need arise;
- Must be willing to work out of hours including on call, evenings and weekends as required;
- Current South Australian Driver's License required;
- Access to own vehicle with appropriate insurance when Can:Do Group vehicles are not available;
- Must hold or be prepared to undertake appropriate DHS screening clearance and
- Must be prepared to undertake any compulsory training; and
- Must have a strong knowledge of the South Australian Deaf community; Fluency in basic Auslan required, or willingness to actively develop these skills
- Must be able to demonstrate significant positive leadership experience and outcomes

Responsibilities and Duties:

1. Leadership

- 1.1. Develop and implement a structure that facilitates effective business leadership and achievement of business plan outcomes;
- 1.2. Align and embed the organisation's purpose and strategic plan;
- 1.3. Adhere to and lead organisational policies, procedures and work practices;
- 1.4. Ensure strong leadership, people development and a positive culture of wellbeing, support and progress;
- 1.5. Engender a culture for staff of being valued, trusted and accountable for high performance;
- 1.6. Create an inclusive culture;
- 1.7. Support organisational change management and drive positive outcomes;
- 1.8. Participate in the development, implementation, evaluation and improvement of organisational processes;
- 1.8. Provide regular timely feedback to staff;
- 1.9. Use and model positive communication strategies;
- 1.10. Ensure the maximisation of opportunities, integration and cross-unit collaboration within Can:Do Group;
- 1.11. Engage with the leadership team, Board and committees as required;
- 1.12. Work with the Board Chief Executive and leadership team to influence relevant government policy;
- 1.13. Utilise a platform to ensure shared learning opportunities for all staff;
- 1.14. Lead by example in the use of Auslan and understanding of Deaf culture and ensure supports available for all to learn.

2. Brand

- 2.1. Drive the collaboration, creation, implementation and evaluation of the marketing strategies of each of the CDG service streams
- 2.2. Seek and incorporate feedback of key stakeholders, including but not limited to, clients, families, caregivers and funders in decision making.

- 2.3. Identify market gaps and opportunities.
- 2.4. Deliver as a collaborative business partner across the group.
- 2.5. Create mutually beneficial external partnerships which deliver tangible outcomes.
- 2.6. Ensure organisational brand and service offerings adequately represent the mission, vision and values of the Group.
- 2.7. Drive the Group's internal and external communications strategy supporting the promotion of our purpose and the creation of a transparent and authentic culture
- 2.8. Demonstrate growth in our brand recognition scores annually.
- 2.9. Monitor, audit, and maintain systems to ensure effectiveness of work practices, creating continuous improvement where appropriate;
- 2.10. Manage complaints efficiently and effectively, enabling them to be resolved satisfactorily or escalated appropriately.
- 2.11. Ensure with the provision of meaningful and reliable data
- 2.12. Identify and report on key business drivers and performance indicators to Executive General Manager in line with organisational needs.

3. Growth

- 3.1. Drive the collaboration, creation, implementation and evaluation of the Group fundraising strategy
- 3.2. Develop the capacity of Can:Do Group services to grow and be commercially viable
- 3.3. Monitor, audit, and maintain systems to review effectiveness of activities and work practices, creating continuous improvement where appropriate;
- 3.4. Seek and incorporate feedback of key stakeholders, including but not limited to, clients, families, caregivers and funders in decision making.
- 3.5. Identify market gaps and opportunities.
- 3.6. Create mutually beneficial partnerships which deliver tangible outcomes.
- 3.7. Ensure organisational brand and service offerings adequately represent the mission, vision and values of the Group.
- 3.8. Grow our client, customer, supporter and partnership base and achieve agreed upon growth targets annually.

4. Service Delivery

- 4.1. Ensure all services and service models remain relevant and sustainable
- 4.2. Grow the current client and customer base across all services
- 4.3. Evaluate the impact of delivery of high quality and timely support for all clients and customers and adjust delivery as required;
- 4.4. Develop a strong knowledge and continual monitoring of all relevant compliance standards to ensure all services meet standards.
- 4.5. Develop and maintain a client and customer focused culture, ensuring responsiveness to client needs;
- 4.6. Support the development of innovative and sustainable business initiatives that have synergies with client/customer outcomes already being achieved
- 4.7. Communicate with key funding stakeholders as required;
- 4.8. Monitor, audit, and maintain systems to review effectiveness of services and work practices, creating continuous improvement where appropriate;
- 4.9. Manage complaints efficiently and effectively, enabling them to be resolved satisfactorily;
- 4.10. Ensure maintenance of professional standards and service performances.

5. Financial Management and Reporting:

- 5.1. Lead the creation of, and adherence to, Can:Do Group budgets
- 5.2. Demonstrate positive return on investment for all activities undertaken
- 5.3. Manage resources, expenses, other costs as well as set pricing of offerings to a point of business sustainability
- 5.4. Plan new programs in a financially responsible manner and make determinations in cessation of revenue streams if they are no longer meeting business goals, client goals or are financially unviable.
- 5.5. Manage business decisions within a fiscally responsible framework
- 5.6. Ensure direct reports consistently report to you with meaningful and reliable data
- 5.7. Report client and financial trends to EGM in line with organisational needs
- 5.8. Ensure all client delivery and revenue earning staff roles directly align with and can be measured by revenue earned

6. Promotion and representation of Can:Do Group

- 6.1. Develop and maintain effective relationships and partnerships with external stakeholders and strategic partners; and
- 6.2. Represent Can:Do Group both in relevant internal /external meetings and in the wider community.
- 6.3. Participate and present at industry meetings and conferences
- 6.4. Develop, nurture and maintain successful partnerships with key stakeholders

7. Quality Management & Projects

- 7.1. Establishing operational policies & procedures which impact on activities undertaken and outcomes achieved by the operational portfolio
- 7.2. Ensure all relevant compliance needs are met across portfolio, including reporting requirements (as detailed in CDG Service Governance Framework)
- 7.3. Ensure compliance needs are continuously monitored for changes due to legislative changes or standard changes and respond accordingly (across all relevant standards and funding contracts)
- 7.4. Maintain strategic oversight and overarching accountability over projects running across portfolio
- 7.5. Operate in accordance with Can:Do Group's quality assurance framework;
- 7.6. Engage with the Groups Project Officer and support the development of new projects; and
- 7.7. Ensure adherence to organisational policies, procedures and work practices.

8. Work as an integral staff member of Can:Do Group

- 8.1. Promote a positive reputation for Can:Do Group;
- 8.2. Contribute to the promotion of services to consumers and other agencies;
- 8.3. Complete reports and data on all services and be accountable at all times for work practices, ensuring effective records management;
- 8.4. Attend and participate in all required meetings;
- 8.5. Work in collaboration with other services and services of Can:Do Group and consumers;
- 8.6. Provide a link for consumers to other services provided by Can:Do Group;

- 8.7. Seek training and development opportunities; and
 - 8.8. Share information and knowledge with other staff.
 - 8.9. Celebrate business successes and address poor outcomes as learning opportunities.
- 9. Comply with statutory and organisational requirements with regards to WHS and relevant disability legislation/s**
- 9.1. 8.1 Observe all Work, Health, and Safety (WHS) policies, follow directions and report all WHS matters to the relevant personnel;
 - 9.2. Take reasonable care to: protect one's own health and safety at work, avoid adversely affecting the health or safety of any other staff members or individuals through any act or omission at work;
 - 9.3. Exercise a "duty of care" in providing services to individuals; and
 - 9.4. Support a non-smoking working environment
- 10. Support and uphold the Purpose of the Can:Do Group**
- 11. Carry out other duties as negotiated with the Group Chief Executive**

Relationships:

- 1. Senior Leadership
- 2. All business units within Can:Do Group
- 3. Key stakeholders including those that use Can:Do Group services as well as other service providers
- 4. Deaf Community

PERSONAL SPECIFICATIONS

Academic &/or Trades Qualifications:

Essential:

- Advanced Degree in relevant field.
- Professional membership in relevant field
- Fluency in basic Auslan or willingness to develop these skills

Desirable:

- Business/Leadership qualification 3-5 years similar working experience.

Work Experience & Skills:

Essential:

- Demonstrated experience in Marketing and Communications and Business Development
- Demonstrated people and business leadership skills and the ability to develop team cohesion;
- Proven organisational and management skills;
- Ability to develop and maintain strong and productive relationships with clients, employees and external stakeholders;

- Evidence of ongoing professional development by keeping abreast of the latest marketing, fundraising and business development strategies and trends.
- Strong financial management skills;
- Experience in liaising and building productive relationships with other professionals, community and disability organisations; and;
- Ability to liaise and network with colleagues, contractors, government and funding bodies.

Desirable:

- Knowledge of the National Disability Insurance Scheme and Commonwealth Home Support Program
- Knowledge of the National and State Disability Services Act, Disability Discrimination Act, and any other relevant legislation and its implication for service provision.
- Experience in the management of services in the disability sector

Personal Qualities:

1. Encourage and sustain a cooperative work environment:
 - 1.1. Strong leader who can inspire and motivate others;
 - 1.2. Self-directed and able to work under pressure;
 - 1.3. Able to lead *and* work as part of the team;
 - 1.4. Demonstrated flexibility and creativity; and
 - 1.5. Drive to develop, foster and model productive working relationships with other Can:Do Group staff and services.
2. Contribute positively to organisational management, and support operations towards the achievement of organisational goals.
 - 2.1. Passionate about working in collaboration with individuals and families;
 - 2.2. Committed to working cooperatively with other human service and disability agencies;
 - 2.3. Question, challenge and improve current practice and organisational functioning.
3. Support and work with people with diverse backgrounds, value systems, cultural differences and special needs.
4. Utilise high levels of report writing skills, oral communication, negotiation and conflict management skills.
5. Ability to work within the Microsoft Windows environment.