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## BRAND AND MARKETING MANAGER

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APRIL 2021

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<b>Location:</b>	Parkville
<b>Division:</b>	Communications, Marketing and Fundraising
<b>Classification:</b>	Commensurate with skills and experience
<b>Employment Type:</b>	Full-time fixed term position until 30 June 2022
<b>Position Reports to:</b>	Director, Communications, Marketing and Fundraising

### 1. POSITION SUMMARY

The Brand and Marketing Manager is responsible for leading the brand and marketing team in the development, implementation and evaluation of brand and marketing strategy that builds awareness of Orygen's mission and programs. The position has one direct report.

As part of the Communications, Marketing and Fundraising team, the Brand and Marketing Manager works towards Orygen being recognised as a global leader in youth mental health. The Brand and Marketing Manager is responsible for:

- establishing positioning, identifying target audiences and developing marketing plans with specific objectives across different channels and segments;
- leading Orygen's website and digital asset strategy and execution, including day to day management and reporting;
- leading the execution of marketing programs from start to finish, leveraging internal support and driving collaboration;
- leading the development of multi-channel content with a digital-first approach focusing on producing for websites, social media, online publications and email channels; and
- leading Orygen's media buy strategy and execution for brand and campaigns including day-to-day management and reporting.

The Brand and Marketing Manager will liaise proactively with Orygen staff including the executive, research leads, and policy, clinical, and knowledge translation teams about new developments and will craft strategies to promote them. The position will work to protect and preserve Orygen's reputation, and efficiently and creatively manage Orygen's digital channels, providing a dynamic medium for communicating the organisation's values and achievements.

At times, the Brand and Marketing Manager may be required to lead and deliver on discrete projects such as the development of a sub-brand architecture, or other brand and marketing initiatives.

### 2. POSITION CONTEXT

The Brand and Marketing Manager is a senior member of the Communications team. The role works closely with other members of the team, particularly the Creative Services Manager, Communications and Media Manager and Head of Fundraising, and oversees the work of one marketing officer. The Brand and Marketing Manager works with colleagues across the organisation and with staff from partner organisations to develop and deliver a comprehensive marketing program.

### 3. ABOUT ORYGEN

<b>VISION</b>	Young people to enjoy optimal mental health as they grow into adulthood.
<b>MISSION</b>	Reduce the impact of mental ill-health on young people, their families and society.
<b>VALUES</b>	Respect, Accountability, Teamwork, Excellence & Innovation.
<b>COMMITMENTS</b>	First Nations people of Australia, Young people and their families, LGBTIQA+ people & Culturally and linguistically diverse people.

Orygen is leading and redefining what's possible in global research, policy, education and clinical care. Find out more on our [website](#).

### 4. KEY RESPONSIBILITIES/OUTCOMES

#### Strategy and policy

- Lead the development, implementation and evaluation of Orygen's brand and marketing strategies to support Orygen's strategic objectives
- Develop, implement and evaluate plans, policies and actions for improving the efficiency and effectiveness of Orygen's brand and marketing activities.
- Provide quarterly management reports on the effectiveness of brand and marketing strategies and activities, and use this data to develop and deliver strategies to improve engagement.
- Develop, refine and communicate policies, procedures and templates relating to brand and marketing
- Ensure all brand and marketing materials comply with Orygen's editorial style guide, web style guide, branding guidelines and best practice accessibility and usability guidelines.
- Represent Orygen's brand and marketing activities at high-level organisational forums and in relevant committees.
- Maintain and promote Orygen's brand guidelines.
- Review marketing-related providers such as market research companies, media buyers, and website developers for their capacity to meet departmental requirements.

#### Leadership

- Act as a role model and provide leadership, management and development of the Brand and Marketing team.
- Ensure that the Brand and Marketing team is positioned to deliver a proactive service, and lead the team to build on and improve service delivery.
- Management of staff in a manner that motivates and empowers each to realise their potential and deliver maximally to Orygen.
- Manage project teams as required.

#### Marketing and brand

- Establish and direct the global branding and marketing of Orygen;
- Proactively create and amplify a positive public image, brand, and reputation for Orygen;
- Develop and steward Orygen's brand, ensuring it is deployed consistently across all operating areas;
- Oversee the development of a marketing strategy for Orygen that is supported by integrated communications plans across the marketing mix;
- Oversee the development and implementation of Orygen's brand strategy to reach the organisation's target audiences in a consistent manner across all touch points;
- Oversee the development and implementation of campaigns to promote Orygen as a global leader in youth mental health through its research, clinical care, policy development and training;

- Working within the marketing strategy, oversee the development and implementation of a range of events and digital marketing programs and activities;
- Oversee the development of content strategies across Orygen's owned channels including websites, social channels and email;
- Undertake rigorous campaign and brand evaluation including brand tracking research and market segment analysis;
- Interpret and draw on the research results to recommend where to direct resources to add value;
- Develop audience research insights to identify and shape brand positioning and audience-first marketing strategies;
- Contribute to the maintenance of Orygen's CRM;
- Establish a core performance dataset that delivers effective performance measurement of Orygen's marketing and brand activities; and track and report on these;
- Ensure Orygen's brand is appropriately applied to all organisational communications materials and by external stakeholders and partners;
- Provide advice to staff on the use of the Orygen brand, in line with our communication and style guideline principles;
- Identify, develop and coordinate merchandising opportunities for Orygen;
- Work alongside the Communications and Media Manager, and the Head of Fundraising, to align content strategies and plans across all channels; and
- oversee sponsorships and partnerships, including building and maintaining relationships to ensure that all partnership obligations are delivered, and positive outcomes are delivered for both parties.

## 5. SELECTION CRITERIA

The following criteria must be met for consideration for this position:

### 5.1 Essential

- tertiary qualifications in communications, marketing, public relations or a related discipline;
- demonstrate extensive experience in marketing, ideally in a not-for profit or social enterprise;
- experience leading on brand strategy as well as day-to-day brand management and approvals;
- experience developing and managing content across multiple channels;
- experience in data analysis, monitoring and reporting;
- experience in the use of marketing systems including CRM, marketing automation and digital technologies to ensure efficiency and effectiveness through all marketing and communication channels;
- demonstrated ability to develop and maintain strong, positive partner, stakeholder and supplier relationships both internally and externally;
- experience in establishing systems and procedures to guide work and track progress; and
- ability to work with and support young people to share their stories in ways that empower them and advance organisational goals.

### 5.2 Desirable

- proven ability to translate complex scientific ideas into lay language;
- experience in the development or redevelopment of a website or intranet;
- experience in managing media agencies;
- experience in using a CRM (Orygen's CRM is Raiser's Edge); and
- experience in using a CMS (Orygen's CMS is Kentico).

## 6. SPECIAL REQUIREMENTS

- A current Victorian driver's licence.
- Unrestricted right to live and work in Australia
- A current National Police Check will be required.
- Any offer of employment is conditional upon receipt and maintenance of a satisfactory Working with Children Check.
- Some out of hours work may be required
- You may be required to work across more than one of Orygen's sites, which are currently located within the north and west of Melbourne.