MARKETING ADVISER

- Up to three-month contract, would suit freelancer
- Full-time hours
- Work from home, with specified days in the office for meetings (Yeerongpilly, Brisbane)
- Immediate start (pretty much!)

On offer is a great opportunity to work with a dynamic, strategically focused NFP to optimise the health and wellbeing of people impacted by a fatal genetic condition.

Huntingtons Queensland supports people living with Huntington's disease (HD), a progressive neurological condition that causes significant cognitive, physical and psychological decline over a long period of time. Our team provides services, support and advocacy for people with HD and their families, education and training for community/NDIS workers, and lobbies for research and treatments to help end HD.

YOUR CHALLENGE

Use your skills and experience to shape our brand, marketing and digital strategies while leveraging our team's expertise to develop a new program and revenue stream to improve education and training in the health/disability sector.

WHAT YOU WILL BE DOING

In consultation with the Project Manager (Organisational Development & HR Adviser) and CEO you will be charged with:

1. Developing a marketing strategy, plans and tools to support Huntingtons Queensland's strategic goals; and
2. Creating a marketing strategy to support a new fee for service Information and Education program (I&E).

Working across **strategy and operations**, your tasks will include:

- Developing a two-year marketing strategy, including options to improve the organisation's brand
- Developing an online and digital strategy to support marketing, public awareness, stakeholder engagement and revenue generating activities (fee for service and fundraising)
- Reviewing and updating the website and social media platforms, including writing and producing content, improving SEO, and ensuring that back-end systems are appropriate and function effectively
- Creating content (digital and traditional) to engage, inform and educate audiences across various channels
- Preparing an annual communications plan.

For the **Information & Education program**, your tasks will include:

- Building a marketing plan around the service's UVP
- Identifying and quantifying product offering(s)
- Refining customer segmentation
- Identifying potential customers
- Updating resources to support the I&E program.

SELECTION CRITERIA

Please ensure you address all selection criteria in your application.

SC1 At least five years' recent & relevant experience in developing and implementing business and marketing strategies (essential)

SC2 Formal qualifications in marketing, communications and/or business development (required)

SC3 Demonstrated ability to work collaboratively and effectively with staff across all tiers of an organisation (essential)

SC4 Demonstrated understanding of the community/disability/health sectors and how information and training is purchased and delivered in a variety of settings, including the NDIS (required)

SC5 Demonstrated success working with small/medium not-for-profit organisations (highly regarded)

To secure an interview you should also have the following technical skills:

- Superior communication skills (written, verbal and face to face)
- Excellent attention to detail and an ability to complete tasks to a high standard of execution
- High level of competence with digital and online tools and channels
- Strong analytical and reporting skills
- Understanding of and competence in leveraging SEO
- Experience in developing content for websites and social media (we use WordPress).

TO APPLY

Please send a covering letter addressing the selection criteria, and detailing your availability and expected hourly rate, accompanied by your CV to jtipping@huntingtonsqld.org.au.

Closing date for applications **Wednesday 14 July 2021** although applications will be reviewed as they are received so please apply as soon as possible.

For more information or a confidential discussion please call Jan Tipping on 0410 242 688.