

Staff Position Description

Date:	August 2022
Title of position:	Marketing and Communications Manager
Reporting to:	Head of Marketing and Engagement
Hours:	0.8EFT (8 Days/fortnight)
Location:	Abbotsford
Salary:	SCHADS 5.1
Positions reporting to this role:	Marketing and Communications Volunteers

POSITION OVERVIEW

SisterWorks is looking for a creative and experienced Marketing and Communications Manager to manage organisational communication, marketing activities and initiatives during an exciting growth period as we celebrate our 10th anniversary, creating a new brand identity and communications platforms, and programmatically expand into our second decade.

We are seeking a highly skilled marketing professional who is looking for a challenging and rewarding role and can thrive in a dynamic, fast-paced environment. This person needs to be confident and interested in working with and creating positive impact for the migrant, refugee and asylum-seeking women of varied cultural backgrounds engaged with SistersWorks, by building effective internal and external relationships.

The successful candidate will utilise their strong organisational skills and results-driven focus to develop a collaborative work environment amongst the Marketing, Programs, Social Enterprise and Engagement teams to create, design, implement and evaluate highly effective marketing and communication initiatives within agreed budgets, timeframes, and to SisterWorks stakeholder satisfaction.

If you are hard-working, naturally interested in people, solve challenges with a positive 'can-do' attitude, and want a truly satisfying and meaningful professional role, please submit your CV with your work experience and a brief cover letter addressing the selection criteria in the position description.

ABOUT SISTERWORKS

SisterWorks is a not-for-profit social enterprise, with its head office based in Richmond, Melbourne. SisterWorks' mission is to support women from refugee, migrant and asylum-seeking backgrounds to improve their confidence, mental wellbeing, sense of belonging and economic outlook. SisterWorks does this through providing learning opportunities in a safe environment where Sisters can build their skills and community and gain both the knowledge and the confidence to seek employment or further study. Our vision is an Australia where all migrant women are given the opportunities to become economically empowered.

The SisterWorks model, 'Work Empowers Women', is centred around empowerment, fostering a sense of independence and providing opportunities for building a community, learning new skills,

and earning an income. This is achieved via our Empowerment Hubs in Richmond, Bendigo and Dandenong, as well as through our online learning platform.

SisterWorks has been able to expand the reach of its model via an exciting partnership with UN Women. This partnership has provided a platform for growth, transformation and enhanced external advocacy opportunities and influence, and enabled the organisation to expand its reach outside of Melbourne into regional Victoria. During this period of growth, SisterWorks has remained committed to seeking engagement and guidance from the women we support and is constantly looking for new ways to positively impact the lives of more Sisters.

About The Role

The Marketing and Communications Manager reports to and works closely with the Head of Marketing and Engagement and is responsible for SisterWorks development and delivery of all organisational communication and marketing (MarComms). The Marketing and Communications Manager is responsible for developing and maintaining the organisations' brand, identity, and public profile. Priorities include the creation and production of SisterWorks organisational collateral and digital communications, analysing key audiences and insights, and establishing and maintaining reporting and analytics for MarComms activities and initiatives.

The role works collaboratively with the Programs, Social Enterprise, and Engagement teams to design and implement coordinated channel marketing strategies, which drive participation and revenue. The role also provides critical assistance with SisterWorks' Engagement strategy and events as needed.

Roles and Responsibilities

- Lead a collaborative process to develop innovative content from ideation and topic development to scheduling and delivery of an annual work plan, and workflow processes to incorporate the communication needs of SisterWorks organisational, Programs and Social Enterprise offerings
- Manage the redevelopment of the SisterWorks' website to setup content dashboards, benchmarks and processes to optimise performance, campaigns and reports
- Work collaboratively with the Ecommerce Digital Marketing Coordinator, the Engagement Officer and SisterWorks Programs and Social Enterprise to ensure a seamless user experience across websites, mobiles, videos, emails, blogs, content marketing, social media platforms, collateral (flyers, annual reports, etc) and organisational events
- Lead and conduct monthly and annual multivariate, content and marketing analyses (SEO, target groups, effective campaigns, competitors etc) and utilise analytics tools to gain customer insights and improve content, user experience, increase engagement and conversions across all channels
- Work collaboratively to establish and ensure the adherence to the new SisterWorks brand and style guidelines across the organisation, including redeveloping the brand identity for organisational collateral and digital communications (edms, social media platforms, annual report, industry, and advocacy campaigns, etc).
- Work closely with the Head of Marketing and Engagement to develop and implement engagement campaigns to support advocacy and fundraising activities, and participate in designated SisterWorks events on weekends and evenings as needed
- Manage and track budgets with external service providers relating to marketing and communications projects (including content providers, design agencies and communications providers)

- Remain up to date with existing and emerging technology, best practices, communications platforms, and delivery to inform recommendations to the organisation

Selection Criteria

- Tertiary qualification in marketing, communications or similar along with 5+ years previous experience in similar roles (not for profits, cultural festivals, fast-moving consumer goods marketing, etc)
- Project management experience demonstrating ability to develop integrated content projects (videos, images and copy) optimised for social, mobile and digital platforms
- Proven knowledge of SEO principles and experience in producing SEO-optimised content utilising data and analytics
- Highly skilled in a range of communications systems including Microsoft Office suite, Mailchimp, social media platforms and scheduling tools (ex Hootsuite), WordPress or other content management systems, and ability to learn new systems quickly and effectively
- Exceptional writing skills with demonstrated experience in writing high-quality content for a range of audiences and communications platforms
- Excellent verbal and interpersonal communication skills
- Experience in (or ability to quickly learn) basic use of creative software such as Adobe Creative Suite or Canva
- Proven experience and ability to manage own workload, yet work flexibly with a small, efficient team and competing demands in a busy and diverse environment
- In person/live event management will be highly regarded
- Knowledge of the migrant, refugee, and asylum seeker and/or community sector or vulnerable women's groups in Australia will be highly regarded

Compulsory requirements

- Working with Children Check
- Pass mandatory police check
- Have a current driving license
- Able to carry equipment weighing less up to 10kg
- Must possess a valid visa to work in Australia