



POSITION *description*

Position title	Head of Marketing
Team	Marketing & Fundraising
Reports to	Director of Marketing and Fundraising
Direct Reports	None
Contract	12 months maternity leave cover (with view of extending)
Location	Youth Resource Hub – 13 Adolph Street, Cremorne 3121

About Lighthouse Foundation

At Lighthouse we provide homes and therapeutic care programs to children and young people impacted by long term neglect, abuse and homelessness. Our focus is to create caring communities where children and youth can feel safe, form meaningful relationships and begin to heal from traumatic experiences. Our Lighthouse Homes, Foster and Family Care and In Community care environments ensure our support reaches the children and youth who need it, where they need it, for as long as they need it.

Vision

To end youth homelessness, together.

Mission

To provide children and young people who are homeless, or at risk of homelessness, with the care and support they need to heal and thrive. Through community collaboration and our evidence-based Lighthouse Model of Care, we create therapeutic homes and deliver tailored support programs to transform the lives of young people. We also educate and support foster carers and families in the same way, so they too can care for some of Australia's most vulnerable children.

Values

Respect, Kindness, Courage, Collaboration

Position overview

We are seeking a dynamic and experienced Head of Marketing to lead our organisation's marketing efforts. As Head of Marketing you will be responsible for leading the strategy and growth of Lighthouse's Marketing & Communications portfolio in order to generate brand awareness, support the organisations marketing needs and achieve fundraising goals. You will also be responsible for leading the marketing team, providing guidance, support, and direction to ensure the team's success in executing marketing initiatives.

The ideal candidate will be a strategic thinker with a passion for non-profit marketing and a deep understanding of how to engage and work with relevant internal teams to inspire donors, corporate & community volunteers, our staff and other stakeholders. This is an exciting opportunity for a marketing leader to make a meaningful impact in the lives of our young people by raising awareness of our mission to end youth homelessness and increasing support for our programs and services. If you are a results-oriented marketer with a track record of developing and executing successful campaigns, we encourage you to apply for this rewarding position.

Role specific requirements

Area of responsibility	Activities (performance measured against activities during reviews)
Strategy & Portfolio Management	<ul style="list-style-type: none"> Lead the strategy and growth of Lighthouse's Marketing & Communications portfolio in order to generate brand awareness and achieve fundraising goals. Create and manage budgets in line with allocation. Leading the team to execute the FY23 marketing plan in line with the organisation's 3-year strategic direction, learning and re-strategising as required. Work closely with the Director of Marketing & Fundraising to constantly improve and update internal marketing and communication processes. With the help of the Director of Marketing & Fundraising, prepare monthly board reports and present them to internal and external partners with confidence and clarity if required. Manage the broader marketing and communication team's efforts (x2 direct reports with the view of extending resource post FY23 budget review) to drive donations, brand awareness and create meaningful donor experiences. Support the CEO to lead Lighthouse's thought leadership and executive positioning strategy, working with the Leadership Team
Marketing	<ul style="list-style-type: none"> Lead and oversee Lighthouse's larger ongoing marketing projects, including website development update phases and ongoing rollout of new branding. Create and execute innovative end-to-end marketing campaigns that support the organisation's strategic initiatives, as well as specific campaign and revenue goals. Plan and execute campaigns across multiple channels both ATL and BTL – across website, eDM, SEM, social, video, OOH, & other paid media.



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- Oversee the tracking, measurement and reporting of all marketing outputs, including data analysis and evaluation, to learn and ensure a high return on investment
 - Oversee digital expansion with a strategic understanding to support the growth across the next 12-24 months.
 - Support relevant teams to manage key stakeholder events, including Lighthouse's end of year celebrations, milestone and donor acknowledgement luncheons etc.
 - Develop successful, long-term relationships with external suppliers including advertising & media agencies, graphic designers, videographers & photographers etc. who will deliver much of your campaign and project activity
 - Ensure careful management of the Lighthouse Foundation's brand guidelines (logo, language, photos, key messaging etc.) overseeing consistency internally and externally
 - Develop organic partnerships and creative collaborations to work with other organisations across Australia to drive brand awareness and donations
 - Oversee Lighthouse's social media presence, ensuring content is youthful, informative and contains fresh, engaging content to engage new audiences and boost brand visibility
 - Prioritise video content marketing for both social media and donor engagement/acknowledgement
 - Authentically incorporate (where appropriate) the wider Lighthouse community and young people in marketing activities/events
 - Utilise Lighthouse's Research Institute, and key data insights to inform campaigns and content creation
 - Oversee the marketing management of Lighthouse Foster Care program and Institute marketing – two key growth areas for the organisation.
 - Other relevant duties where required

Communications

- Develop and implement innovative communication strategies that optimise supporter engagement, action and attract new audiences
 - Successfully lead multiple major communications projects
 - Provide communications coaching, speech writing and advice across the organisation when required
 - Carefully manage Lighthouse's external PR agency to ensure maximum brand awareness and position the foundation as a leading voice in the youth homelessness sector
 - Work alongside the Brand & Content Manager to plan fun, engaging and relevant content for Lighthouse's website and social media channels that resonates with donors and key stakeholders
 - Work with relevant team members and external agencies to manage the organisation's website maintenance and optimisation, including overseeing the strategy for both SEM and SEO.
 - Coordinate and ensure appropriate acknowledgement/communication processes for all major donors
 - Oversee the CRM management and ensure appropriate management/use going forward to strengthen donor relationships, ensure loyalty and encourage higher giving amounts
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- Lead and work with relevant team members to create innovative, meaningful fundraising appeals, and create strategies to distribute to wider audiences
- Lead and oversee the design and production of all Lighthouse print materials and publications including face sheets, brochures, information booklets, annual reports and other marketing related materials.
- Carefully manage Lighthouse’s ‘tone of voice’ to embody and express our brand’s personality and set of values
- Other relevant duties where required

Key Relationship Management

Management of Lighthouse’s Marketing & Communications team (x2 direct reports – possibly extending to 5)
Lighthouse’s broader Fundraising team
Lighthouse’s Research Institute team
Lighthouse’s Care/Programs team
Lighthouse’s Finance and Admin team
Lighthouse’s key stakeholders, donors, partners and supporters

Organisational specific requirements

Organisational participation

- Attend and facilitate team meetings, trainings, whole staff meetings and planning days
- Contribute to collaborative practice across the organisation

Professional development

- Participate in professional development and review meetings
- Attend regular group processes and trainings as required
- Contribute to a culture that is reflective, inclusive and open

OH&S

Exercise a duty of care to work safely, taking reasonable care to protect your own health and safety and that of your fellow workers, volunteers and young people including following safe working procedures and instructions

Risk

All Lighthouse staff are responsible for applying a continuous quality improvement approach to all tasks

CQI

All Lighthouse staff are responsible for applying a continuous quality improvement approach to all tasks

Commitment to Lighthouse culture

Staff are expected to participate in the processes and practices that uphold the Lighthouse culture

Commitment to trauma informed practice

- Staff are expected to
- Engage in personal and professional development to integrate their understanding and response to people and systems that have been impacted by trauma



Create or maintain a physical and emotional environment that promotes healing
Engage in conflict resolution processes when required

Performance Measurements

An annual work plan will be developed in line with the Position Description and Lighthouse Foundation's Annual Business Plan to measure performance.

Qualifications and Licences

- 5 – 7 years of experience in a similar role (strategy creation and leading marketing/comms teams)
- Tertiary Qualification in related discipline
- Current driver's licence
- Criminal Records check
- Current Working with Children check

Key Selection Criteria

Essential

- Exceptional attention to detail and high levels of emotional intelligence
- Track record of successful marketing & communication campaigns, and measurable positive outcomes.
- An ability to project manage multiple competing projects and their budgets (highly desirable)
- A positive, 'roll up your sleeves' attitude/ be willing to take a hands-on-role in projects when required.
- Be a confident communicator who can build relationships with all key stakeholders.
- Ability to work independently on projects and as part of a team
- Ability to plan, prioritise workloads, and meet deadlines as required
- Demonstrated commitment to personal and professional development
- Excellent written and verbal communication skills

Desirable

- Previous experience in the not-for-profit sector
- Ability to use Wordpress, Canva, Adobe Suite and relevant graphic design tools
- An understanding of GA4 analytics & Mailchimp email marketing
- Experience with implementation and analytics across social media (Facebook, Twitter, LinkedIn and Tik Tok)

Employment conditions

- Full-time with flexible work practices available.
- Compliance with Lighthouse Foundation’s Code of Conduct, including the Child Safe Code of Conduct, policies, and procedures.
- Lighthouse Foundation takes all reasonable steps to facilitate and maintain a safe environment for children, young people, and all participants of our service. It is for this reason that Lighthouse requires all potential employees to undergo a psycho-social assessment prior to confirmation of employment.
- Terms and conditions of employment are outlined in employment contracts.
- COVID-19 vaccination certificate required upon employment.

Manager

Name:

Signature:

Date:

Staff Member

Name:

Signature:

Date:

Note: The requirements and responsibilities contained in this job description do not create a contract of employment and are not meant to be all-inclusive. They may be changed by the role manager during employment on an as required basis. Any significant or material changes need to be discussed and agreed by incumbent and manager before inclusion.

The role description should be reviewed formally during the annual planning and performance assessment process.