

POSITION DESCRIPTION

General Information:	
Position Title:	Media and Advertising Manager
Incumbent:	N/A
Function & Team/Program:	Fundraising, Marketing Team
Location(s):	National Office, Sydney
Manager's Position Title:	National Manager, Campaigns
Manager's Name:	
Date Prepared:	November 2024
Prepared By:	
Approved By:	Louise Woods

Primary Purpose of this Position (<i>In one sentence - why does the role exist?</i>)
The Media and Advertising Manager supports the strategic goals of The Smith Family by planning and overseeing the development and implementation of above-the-line media for the organisation's fundraising and acquisition campaigns.

Scope:	
Direct Reports to this Position	Indirect Reports
By Position Title	Total Number
Coordinator/Senior Coordinator as required, depending on campaign planning cycle.	
Financial Dimensions controlled by this Position (<i>Include key financial metrics such as revenue growth, income & expense budget, etc</i>)	
Direct control	Indirect control
<ul style="list-style-type: none"> Expenditure for above the line media in line with strategy and agreed budgets. 	<ul style="list-style-type: none"> Achieving new sponsor and donor acquisition targets and associated income.
Other Dimensions of this Position	
e.g. Number of programs, site responsibility, geographic spread of team	
The role will play an active part in briefing and influencing creative strategy and overarching messaging across all channels, including earned and owned media.	

Setting Priorities (<i>how is work prioritised</i>)	
How often does employee prioritise their own work? Eg. Daily, weekly, monthly, annually, other	Weekly
How often does employee determine the priorities of others? Eg. Daily, weekly, monthly, annually, other	Weekly

Key Relationships <i>(Who does the role interact with? List the titles of individuals, departments and organisations frequently interacts with)</i>	
Internal	<ul style="list-style-type: none"> National Manager, Campaigns Senior Manager, Direct Marketing Digital Media and Advertising Team Communications Team Campaign Operations Team Fundraising Insights Manager Digital Team Coordinators, Senior Coordinators and Specialists as required. Content Management Team
External	<ul style="list-style-type: none"> Media planning and buying agencies Creative agencies

Key Decision Making in this Role: <i>(What are the key decisions and recommendations made in this role?)</i>
<p>Decisions Expected</p> <ul style="list-style-type: none"> Day to day management of media plans, related activity, suppliers and internal resources to ensure on-time lodgement of all media assets, in line with budget. Management of integration of all campaign media activity with ongoing earned and owned media plans and content. Oversight and approval of media asset design in line with campaign strategy.
<p>Recommendations Expected</p> <ul style="list-style-type: none"> Make recommendations for strategic campaign and creative development for annual campaigns, new products and retention activity. Based on results and analysis, make recommendations on continuous improvement to accelerate growth, increase efficiency and improve ROI. Design and copy recommendations to align with brand, appeal theme and over-arching campaigns strategy.

Every Team Member at The Smith Family:

- Is expected to uphold The Smith Family Values and Culture;
- Understands and complies with the Child Protection Framework;
- Takes reasonable care for the health and safety of themselves and others;
- Understands and complies with the Workplace, Health and Safety Systems;
- Reports hazards and incidents and participates in risk management as required.

Key Responsibilities / Accountabilities:		
Major Area: Planning and Development	% of Job Total:	40%
Working with National Manager, Campaigns develop annual media strategies that are integrated, audience focused, and data informed, to deliver on yearly acquisition and income targets.		
Collaborating with cross functional stakeholders and media agencies, develop media plans for all mass-marketing acquisition and fundraising campaigns to optimise cost effectiveness and reach.		
Manage the above-the-line media spend, adjusting throughout the year in line with performance and shifts in budget and strategy.		
Oversee the development of creative assets for campaigns, ensuring appropriate brand alignment and best practice fundraising principles.		
Major Area: Reporting and Analysis	% of Job Total:	30%
Provide weekly and monthly reports detailing media activity and performance and highlight actionable insights.		

Undertake regular and ad hoc analysis to identify and leverage opportunities and mitigate risks, making data informed recommendations that contribute to fundraising growth.		
Working with National Manager, Digital Media and Advertising, cooperatively manage the post campaign analysis process for all campaigns ensuring multi-media channel insights are captured and appropriate recommendations are made for ongoing improvement.		
Actively contribute to full post campaign reviews that examine campaign performance across all activity channels.		
Major Area: Stakeholder Management	% of Job Total:	20%
Build and maintain positive and productive relationships with cross functional internal stakeholders that foster collaboration and a free flow of information and input.		
Maintain strong working partnerships with media and creative agencies, ensuring high standards of output, accountability and value for money.		
Major Area: Team management	% of Job Total:	10%
Guide and mentor team members, providing support for professional development for team members to grow skills and knowledge		
Ensure agile principles are built into the media planning and development to optimise team member skills and capacity.		

Key Challenges in Achieving Goal(s): <i>(What are the key challenges faced by this role in meeting goals/objectives)</i>		
<ul style="list-style-type: none"> Managing the development of multiple campaigns simultaneously, ensuring purpose of each campaign is fulfilled and supports our broader campaign aims. Juggling competing deadlines in line with evolving priorities. A shift to semi-agile working will require a change to resource planning. Taking a holistic and future focused approach to planning campaign development will mean a significant change from the current approach and require broader and deeper stakeholder engagement. 		
Qualifications, Experience and Competencies: <i>(What background, knowledge, experience or competencies are required to perform the role at the expected level?)</i>		
Education / Qualifications / Memberships:	Essential	Desirable
	<ul style="list-style-type: none"> Tertiary qualification in Marketing or similar field; or equivalent related experience. 	<ul style="list-style-type: none">
Experience:	Essential	Desirable
	<ul style="list-style-type: none"> 3+ years' experience managing multi-channel media campaigns. Experience managing agencies to deliver on time and within budget. Experience managing large, multi-dimensional expenditure budgets. Demonstrated experience applying analysis and data insights to deliver continuous improvements. Experience leading and managing small - medium sized teams. 	<ul style="list-style-type: none"> Experience in a fundraising role in a non-profit organisation is preferred.
Competencies:	Essential	Desirable

	<ul style="list-style-type: none"> • Highly numerate with a solid understanding of strategic targets, campaign results and ROI. • Strong stakeholder management skills. • Highly organised and able to manage fast paced projects and meet hard deadlines. • A keen eye for detail. • Microsoft Office suite (especially Excel and Power Point). 	<ul style="list-style-type: none"> •
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