

Role Description:

Senior Marketing Manager

Reports to	Director of Marketing & Transformation
Employment Status	Fixed Term Maternity Contract (12 months)
Working Hours	Standard business hours and additional time as required by the role

Role Purpose

This role is responsible for the development and delivery of the organisation's marketing strategy in line with organisational goals for both Australia and New Zealand. This role is supported by an exceptional team of marketing and communications professionals and requires strong leadership, communication, management, and strategic capability.

Role Responsibilities

As a member of the Orange Sky (OS) Marketing team, your responsibilities in support of the OS mission, vision and values include:

- Delivering on our Fy27 Marketing strategy and supporting with the development and delivery of our Fy28 Marketing strategy in support of the broader organisational strategy
- Supporting and developing campaign and project strategies and tactical execution for a range of initiatives, audiences, products, programs and/or services
- Developing and managing a high volume of marketing and communications requests from other internal departments from inception through to delivery in line with the expectations of the team as a service department

- Driving data collection, synthesis and insights to inform strategies and campaigns and providing recommendations to adapt the organisation's approach
- Managing and collaborating with a broad range of internal and external stakeholders' in order to achieve desired brand, marketing and organisational outcomes and targets
- Measuring and reporting on the data and effectiveness of all campaigns and activities and using this to inform improved audience experiences and strategies
- Driving continuous improvement and efficiencies in workflow processes and marketing approach to improve the broader organisational outcomes
- Overseeing all marketing, communications and product projects, ensuring they are completed to budget and within agreed timelines
- Fostering and encouraging a high-performing team culture and environment
- Managing direct reports' priorities; providing strong leadership, mentoring and continually identifying training, development and innovation opportunities
- Establishing and monitoring team performance objectives to ensure that skill requirements and organisational needs are met
- Willingness and ability to take a detailed, hands-on approach as and when required.

Key Skills and Experience

To be successful in this role, you will have experience in a similar position within a fast-paced organisation, ideally within fundraising, the not-for-profit sector or an agency:

Additionally, you will have:

- 8+ years experience in a similar senior role with at least 5 years' people management experience, coupled with a relevant tertiary qualification
- Exceptional leadership, communication, influencing and mediation skills at all levels
- Strong reporting and analytical ability
- Excellent knowledge of the full marketing and communications suite including but not limited to brand management, digital, performance, website management, media relations, copy-writing and content and channel strategy
- Exceptional planning, project management and organisational skills and the ability to prioritise, delegate and execute effectively
- Ability to manage the expectations and deliverables for multiple stakeholders whilst fostering a culture of collaboration
- Ability to manage budgets effectively
- Innovative and future focused
- A genuine passion for our cause

Direct Reports

- Strategic Marketing Lead
- Brand & Communications Manager
- Digital Marketing Campaign Specialist
- Media & Content Manager

We can't wait to hear from you!

FIND US



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GET IN TOUCH



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