

FOODBANK VICTORIA

POSITION DESCRIPTION



POSITION	Marketing Manager		
DEPARTMENT	Fundraising and Marketing		
LOCATION	La Trobe Street		
REPORTS TO	Chief Fundraising and Marketing Officer		
DIRECT REPORTS	Digital Marketing Lead Social Media Coordinator		
KEY CONTACTS	All departments		
AWARD & CLASSIFICATION	SCHADS Level 5		
DATE	July 2026	EXECUTIVE SIGNATURE	

ROLE PURPOSE

The Marketing Manager leads Foodbank Victoria's brand, marketing, digital and public relations strategy to build a stronger, more recognised and trusted brand. The role is responsible for shaping Foodbank Victoria's brand positioning, audience strategy, public voice and reputation, ensuring every channel and campaign strengthens community understanding, engagement and support.

Working collaboratively across the organisation, the role provides strategic marketing leadership that supports organisational profile, partnerships, advocacy, fundraising and community impact.

MAJOR ACCOUNTABILITIES

#1: Lead a high-performing Marketing, Brand and Digital team

- Lead, coach and develop a high-performing Marketing, Brand and Digital team, fostering a culture of collaboration, innovation, accountability and continuous improvement.
- Set clear priorities, annual plans and performance expectations that align team activity with organisational strategy and audience growth objectives.
- Ensure direct reports are effectively supported through regular one-on-one meetings, performance conversations,
- Maintain a team environment that attracts, retains and motivates staff, volunteers, suppliers and agency partners.
- Identify capability gaps, training needs and opportunities to improve team effectiveness, creativity and delivery.
- Build strong ways of working across all FBV departments to deliver integrated organisational outcomes.

development planning and coaching.	
#2: Develop and execute brand, marketing and public relations strategy	
• Develop and execute Foodbank Victoria's Brand, Marketing and Digital strategy, with a clear focus on building brand awareness, trust, relevance and engagement. • Lead Foodbank Victoria's brand positioning, audience strategy, value proposition and messaging architecture to strengthen public profile, grow community engagement and support commercial, fundraising and advocacy outcomes. • Act as brand custodian, ensuring Foodbank Victoria's visual identity and tone of voice are distinctive, consistent and compelling across all internal and external channels. • Lead media and public relations activities, including key announcements, reputation management and issue response. • Build and maintain strong relationships with media, industry stakeholders, ambassadors, spokespeople and relevant partners to increase positive exposure and influence.	• In collaboration with the Communications Manager, develop high-quality brand-led content, publications, campaigns, presentations, speeches, digital assets and public-facing materials. • Provide strategic brand and marketing and communications advice to departments across the organisation to ensure activities contribute to a consistent and stronger Foodbank Victoria brand. • Use audience insights, research, performance data and market trends to inform brand strategy, audience segmentation, campaign planning and continuous improvement. • Work with FBV Partnerships team to create innovative partnership assets, integrated campaigns and experiences that maximise value and deliver agreed outcomes. • Lead brand and communications projects across teams to build public awareness, strengthen stakeholder engagement and reinforce Foodbank Victoria's role as Victoria's leading food relief organisation.
#3: Lead digital ecosystem, audience engagement and performance	
• Lead Foodbank Victoria's digital ecosystem, including website, social media, email and digital channels, to extend brand reach, grow audiences and deepen engagement. • Oversee digital content, channel planning and performance reporting to ensure activity is audience-led, data-informed and consistently reinforces the Foodbank Victoria brand.	• Drive integrated marketing campaigns across owned, earned and paid channels to build brand profile, participation, engagement and support. • Monitor brand, digital and campaign performance, using insights to improve awareness, engagement, reputation and stakeholder value.
#4: Workplace Health and Safety (WHS)	
• Comply with all company policies, procedures, and code of conduct. • Assist achieving our company vision through meeting our legal, moral, and ethical obligations.	• Maintain a safe work environment for yourself, team members, volunteers, visitors, contractors, and other external stakeholders at all times.

• Ensure WHS policies and processes are adopted across the organisation. • Encourage continuous improvement in WHS practices by recommending changes and implementing agreed improvements.	• Lead by example and display an active commitment to company policy and WHS compliance. • Identify and report all incidents and safety hazards so that the appropriate review and corrective action can be taken.
#5: Leadership and Team Management Responsibilities	
• Provide clear leadership, direction and support to ensure a high-performing, engaged team. • Allocate work, manage resources and oversee day-to-day team operations. • Coach, mentor and develop team members to build capability and support career growth.	• Lead performance management, including setting expectations, giving feedback and addressing issues. • Foster a positive, inclusive and collaborative team culture that supports wellbeing and continuous improvement.
TECHNICAL KNOWLEDGE	PERSONAL ATTRIBUTES
• A recognised qualification in marketing, communications, public relations, digital, media or a related discipline is required. • Minimum of 5 years' experience in a senior marketing, brand, communications or public relations role. • Demonstrated experience developing and executing brand strategies that build awareness, trust, relevance, reputation and audience engagement. • Strong media relations experience, including proactive media engagement, issues management, spokesperson support and reputation management. • Experience leading integrated brand and marketing campaigns across owned, earned and paid channels, including content, social media, website and email marketing. • Experience using marketing automation, CRM, website and digital analytics platforms to improve brand reach, audience engagement and campaign performance. • Demonstrated ability to partner with commercial, fundraising, community or stakeholder teams to create integrated campaigns, partnership assets and audience experiences.	• Strategic, creative and audience-led thinker with strong brand judgement and attention to detail. • Excellent written and verbal communication skills, with the ability to translate complex issues into clear and compelling messages. • Confident relationship builder who can work effectively with media, agencies, partners, executives, colleagues and external stakeholders. • Collaborative and inclusive leader who develops others, encourages accountability and supports continuous improvement. • Strong organisational, prioritisation and time management skills, with the ability to manage competing demands and deadlines. • Analytical and commercially minded, with the ability to use insights and performance data to inform decisions. • Ability and willingness to work outside normal office hours to support media, events, issues management or major campaigns on occasion. • Hold and maintain a current driver's licence and be prepared to drive when required. • Willingness to undertake a criminal record check.

	Proactively identifies opportunities to strengthen brand reputation, audience engagement and organisational impact.
VALUES	FOUNDATION BEHAVIOURS
Empowerment	
	- We develop Team Members and each other. - We challenge the status quo. - We provide the opportunity for ourselves and others to experience the value of our work. - We recognise and celebrate our accomplishments. - I have input and ownership.
Accountability	
	- We encourage excellence. - We encourage continuous improvement & learning. - We ensure performance management consistency. - We accept mistakes and learn from them. - I am accountable for my own performance. - I am part of a team.
Respect	
	- We encourage open, constructive feedback. - We give credit where credit is due. - We are inclusive. - We take the time to listen to each other. - We affirm our people. - We allocate tasks that are fair and reasonable to achieve.
Integrity	
	- We explain our decisions. - We do what we say we will do. - We call out an issue when it is evident. - Equal contribution is rewarded equally. - I lead by example. - I am committed to do my best. - I am encouraged to stand up for my beliefs.
Equality	
	- We encourage people to be themselves. - We strive to foster a sense of belonging in our workplace. - We ensure all people we interact with feel welcome, and a part of our family. - We are inclusive with our agencies and partners. - We strive to provide equal opportunity for all – internally and externally. - We call out practices which exclude others.
Diversity	
	- We recognise and encourage diversity in our workplace, in our programs and in the food, we provide to our partners. - We embrace diversity in all our people, their experiences, and points of view. - We value all cultures, backgrounds and genders. - We strive to form a diverse atmosphere for all people to be safe and secure. - By celebrating diversity, we help all people to feel included, safe and secure.

	• We do not tolerate discrimination. • We recognise and respect differences.
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