

Role Description:

Marketing Manager (Brand and Communications)

Reports to	Senior Marketing Manager
Employment Status	Full-time, permanent employee
Working Hours	Standard business hours and additional time as required by the role

Role Purpose

As Marketing Manager (Brand and Communications) you will lead the execution and governance of Orange Sky's brand and communications strategy to ensure consistency, recognition, and trust across all touchpoints. You will be responsible for managing and protecting Orange Sky's identity, reputation, and brand positioning focusing specifically on the immediate time horizon, whilst ensuring alignment with strategic objectives and organisational values.

As a leader within the Marketing team, you will provide strategic direction, guide your team in executing marketing and brand initiatives, and oversee general marketing and brand governance frameworks. Your role will also involve monitoring brand performance, ensuring alignment with audience expectations and motivators, responding to opportunities for brand positioning and marketing tactics and continuously refining strategies to enhance the brand's impact and the experience of all our audiences.

This role oversees holistic brand experience, including communications, visual identity, and brand-led campaigns. There's also an expectation of contributing to and overseeing campaigns, projects and appeals that support the improved experience of all the audiences that interface with the brand including; volunteers, friends, supporters, staff and service providers. You will collaborate with internal teams and external partners to bring the brand to life through storytelling, messaging, design and excellent marketing delivery. You will also define and position existing programs while supporting the successful launch of new initiatives in the market.

Role Relationships

You will develop and maintain strong working relationships across the organisation, including but not limited to Co-Founders and CEO, Senior Leaders, subject matter experts, and frontline staff. You will also collaborate closely with volunteers, friends, service providers, and external agencies to uphold and enhance Orange Sky's brand.

Role Responsibilities

Strategy & Leadership

- Execute and implement on our existing brand, communications and marketing strategy across all touchpoints, ensuring strong positioning, messaging, tactics and storytelling to maintain a differentiated market presence.
- Contribute to brand, marketing and communications strategy as requested;
- Accountable for managing budgets and resources, ensuring effective allocation to maximise impact while balancing competing priorities.
- Monitor and manage performance outcomes and data to measure strategy and tactic effectiveness, using insights to inform decision-making.
- Lead and mentor direct reports, managing their deliverables when not possible, by providing clear objectives, professional development opportunities, and ongoing support to deliver high-quality outcomes.
- Support team wellbeing, raise challenges proactively, and bring solutions to maintain a positive and high-performing work environment.

Brand Governance, Reputation & Insights

- Oversee the protection and evolution of Orange Sky's brand identity, ensuring alignment with strategic goals and audience expectations and motivators
- Act as the guardian of brand guidelines, ensuring consistency in visual identity, tone of voice, and messaging across all platforms and materials.
- Develop and execute on marketing and communications tactics including but not limited to; crisis communication strategies to manage reputational risks and ensure brand integrity in high-risk situations.

- Monitor and manage brand health, reputation, and audience sentiment to inform decision-making and refine strategies for audience lifecycle and experience improvement.

Brand Experience, Marketing Communications, Tactics & Visual Identity

- Lead the development and execution of campaigns and projects that drive awareness, engagement, and advocacy.
- Oversee all relevant communications to ensure alignment with messaging, values, and audience needs.
- Work closely with internal teams to integrate brand and marketing strategies into marketing, fundraising, volunteer engagement, and program initiatives.
- Ensure the successful positioning of Orange Sky's programs and initiatives, supporting new programs as they go to market.
- Oversee the application and evolution of Orange Sky's visual identity, ensuring consistency and impact.
- Collaborate with and capture for and with designers, content creators, and agencies to produce compelling assets that enhance engagement and recognition.
- Guide internal teams on brand and marketing application, creative development, providing resources, training, and oversight to ensure consistency.

Key Skills and Experience

- 5+ years of experience in brand management, marketing, communications, or related fields, coupled with relevant tertiary qualifications.
- Strong leadership and team management experience, with a proven ability to mentor and develop staff.
- Strong capability across Adobe Suite, Canva and other creative tools well regarded and considered;
- Demonstrated experience in brand and marketing strategy development, identity management, and positioning.
- Strong understanding of brand governance, reputation management, and audience insights.
- Experience managing creative processes, including design, content, and storytelling.

- Excellent project management skills with the ability to manage multiple initiatives simultaneously.
- Strong stakeholder engagement skills, with experience working across diverse teams and external partners.
- Analytical skills to assess brand performance, interpret data, and refine strategies.
- A proactive and adaptable mindset, with a passion for Orange Sky's mission

We can't wait to hear from you!

FIND US



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