

POSITION DESCRIPTION

1. **POSITION TITLE:** Marketing & Communications Manager
2. **AWARD:** Award free
3. **LOCATION:** 1 Main Street, Pakenham
4. **REPORTS TO:** CEO
5. **SUPERVISES:** Fundraising Coordinator

6. POSITION OVERVIEW & OBJECTIVES:

The Marketing & Communications Manager plays a critical role in maturing Fernlea’s approach to strategic communication and engagement, increasing brand awareness, identifying new and deepening engagement with existing stakeholders, and using effective marketing strategies to reach those in need of our services. Working closely with the CEO, this role is responsible for ensuring that the related objectives within the Strategic Plan are implemented and achieved’.

7. KEY SELECTION CRITERIA:

a. Qualifications & Experience

- i. Tertiary qualification in marketing, communications or a related field, or significant proven experience in a similar role (essential)
- ii. Experience in the not-for-profit sector (desirable)
- iii. Proven experience in developing and implementing organisational marketing & communication strategies with measurable outcomes
- iv. Experience building effective marketing programs through digital and direct marketing, social media, content
- v. Experience and knowledge of reporting on marketing KPIs and the tools used

b. Knowledge, Skills & Abilities

- i. Outstanding written and verbal communication skills, with the capacity to successfully convey a message and to influence a range of audiences
- ii. Strong project management skills are essential, including the proven ability to proactively meet deadlines and manage competing priorities
- iii. Good judgement, and the proven ability to use that in making decisions in the best interests of the organisation
- iv. Proven ability to work independently and without direct supervision
- v. High levels of computer literacy, particularly in marketing applications, social media, and MS Office 365 suite of products

c. Personal Attributes

- i. High levels of integrity, respect and sound judgement leading to good decisions
- ii. Professional behaviour, including the ability to apply the principles of best practice, privacy, and confidentiality to all work practices
- iii. A proactive and positive attitude

8. KEY RESPONSIBILITIES:**a. Marketing**

- i. Develop marketing strategies, plans and campaigns that maximise opportunities to market Fernlea's services and products, and increase client numbers
- ii. Measure and evaluate the effectiveness of marketing strategies and campaigns to inform marketing planning and identify areas for improvement and development
- iii. Prepare and deliver high quality, well-written content, including for print, electronic, web and social media
- iv. Ensure positive branding and public image are maintained and relevant
- v. Identify opportunities to promote Fernlea through relevant external events and channels, including appropriate public, community and business forums, events

b. Communications & Engagement

- i. Develop communications strategies that ensure cohesive, targeted messaging and keeps Fernlea engaged with its stakeholders
- ii. Develop and grow a comprehensive database/ mailing list to enhance digital communications capabilities
- iii. Work with the CEO to develop and implement a Stakeholder Engagement Strategy that identifies and builds strong relationships with government, corporate and community partners, and potential ambassadors

c. Fundraising

- i. Support the Fundraising Coordinator to develop and implement a fundraising strategy and annual objectives that achieve Fernlea's Strategic Goals

d. Reporting

- i. Provide reports to the Board, CEO and other Fernlea personnel as required
- ii. Ensure regular communication with the CEO, including advising of any real or emerging issues and risks

e. Occupational Health & Safety

- i. Ensure you are familiar with and adhere to the OH&S Policy at all times
- ii. Immediately report any current or potential hazards
- iii. Participate in problem solving processes to resolve OH&S issues and ensure a safe and healthy workplace for all

f. As A Team Member:

- i. Ensure the Fernlea Code of Conduct is always upheld
- ii. Take responsibility for meeting, and where possible exceeding, key performance indicators and targets
- iii. Develop and share best practice ideas, and work cooperatively to support other team members to reach their individual and business goals
- iv. Participate in staff reviews and training/development programs
- v. Maintain a high level of personal presentation and be polite, helpful, and courteous at all times
- vi. Overall, work as part of a harmonious team and contribute to a positive, motivating environment

9. KEY PERFORMANCE INDICATORS

- a. Marketing strategy and marketing plans developed, implemented, and updated

- b.** Increased leads
- c.** In-Home and Day Respite client numbers increased
- d.** Funding targets achieved or exceeded
- e.** Increased traffic to website and social media
- f.** Marketing data collected, analysed, and used to inform marketing activity
- g.** All marketing collateral up-to-date
- h.** Sufficient volunteers to ensure capacity to deliver existing and planned services as per the Strategic Plan
- i.** All policies and procedures are adhered to
- j.** All timelines are met

I have read and understand the expectations of the role as outlined in this position description.

Employee name: _____

Employee signature: _____

Date: _____

The employee’s signature on this position description signifies an understanding and acceptance that the content contained in it forms an integral part of their employment terms and conditions.