

Position Description

POSITION TITLE:	Strategic Marketing Manager
RESPONSIBLE TO:	Director of Engagement
LOCATION:	Melbourne
GRADE:	7
SALARY (FTE):	\$108,956.04 plus 10% superannuation
STATUS:	Permanent, Full Time
HOURS:	37.5 hours per week (1.0 FTE)

The Australian Conservation Foundation is Australia's national environment organisation – over 600,000 people creating a world where forests, rivers, people and wildlife thrive.

A handful of people formed ACF 50 years ago when mining first threatened the Great Barrier Reef. Now the ACF community has grown into a powerful force for nature.

We bring together people from community, government and business. Our community advocates against pollution and destruction, and for our living world. We hold decision makers to account. We champion big ideas and find common ground with unlikely partners.

We love and protect the web of life right across our continent, from the Kimberley to the reef, down the Great Dividing Range to Tasmania's forests.

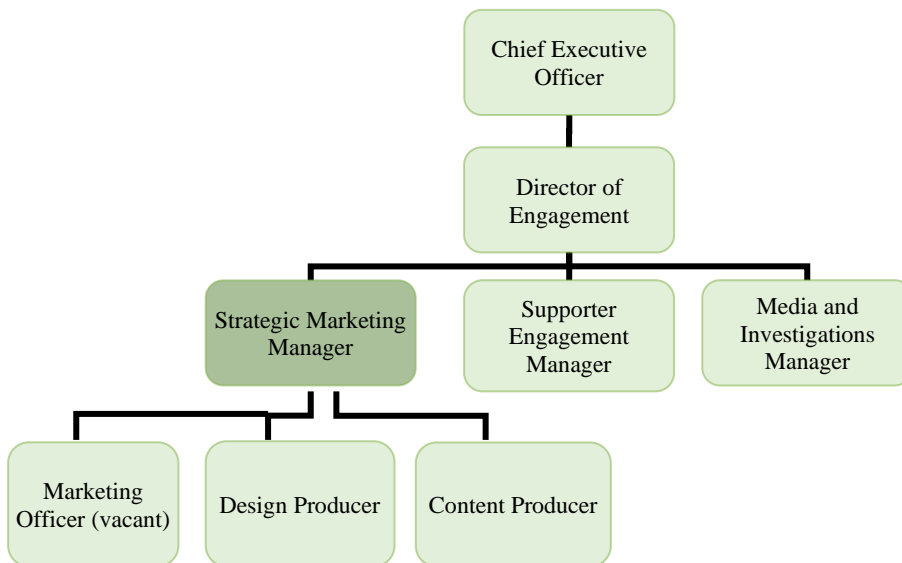
People power our campaigns. We are proudly independent, non-partisan and funded by donations from our community.

POSITION PURPOSE

The Strategic Marketing Manager leads the Marketing Team within the Engagement Directorate and is responsible for developing and delivering a brand marketing strategy for ACF. The Strategic Marketing Manager is also a key contributor to communications strategies for campaigns, our organising program and fundraising, ensuring ACF's brand attributes and tone of voice are reflected in audience tactics, messaging and stories.

The Strategic Marketing Manager implements and manages a production schedule of marketing, campaign, fundraising and supporter communications products created within their team. They and their team also collaborate across the Engagement Directorate to advise on content creation and its use across available channels.

The Strategic Marketing Manager steers a team that creates and contributes to content for communications products, designs and delivers organisational events, organisational website content, ACF's membership program, as well as key partnerships to achieve organisational, campaign, fundraising and organising objectives.



KEY COLLABORATIONS

The Strategic Marketing Manager's team includes a Senior Marketing Officer, a Design Producer and a Content Producer who collaborate to deliver a range of marketing activities and initiatives: compelling content, design and other elements of visual communications, events, partnerships and ACF's membership program. The Strategic Marketing Manager reports to the Director of Engagement and collaborates with other members of the Engagement Directorate, the CEO, campaign teams, organisers and mobilisers, as well as fundraising staff.

KEY RESPONSIBILITIES

- Create and implement a brand marketing strategy that seeks to position ACF's brand promise to significantly increase awareness of the organisation among the Australian population.
- The strategy should also act in concert with campaign, fundraising and organising plans to engage and mobilise existing and new supporters.
- Implement and manage a production schedule of marketing, campaign, fundraising and supporter communications products.
- Manage a team to plan, develop, implement and evaluate content to increase community engagement
- Proactively participate in the Engagement Directorate management team and contribute to communications strategies for campaigns, organising and fundraising, ensuring ACF's brand attributes and tone of voice are reflected in audience tactics and stories.
- Develop an annual communications and marketing strategy incorporating content planning, marketing campaigns, advocacy activities and stakeholder engagement, and oversee implementation.
- Oversee design and delivery of:
 - Organisational events, such as the AGM and other marketing opportunities defined in the brand strategy;

- Partnerships and management of the relationships involved;
- ACF's current membership program.
- Provide a check and balance for team members involved in the cross-directorate Content Team, advising them on the consistency of decisions made with agreed strategies, and monitor the workloads involved.
- Identify gaps and step in to provide support to team members and other in the Engagement Directorate, such as content writing and editing.
- As part of the brand strategy, maintain the ACF style guide and ensure the brand all materials produced for ACF adhere to style, organisational tone of voice, branding requirements and facilitating this right across all directorates.
- Observe the safe working practices and as far as you are able, protect your own and others' health and safety.
- Proactively identify marketing opportunities to extend program reach in the community.
- Educate key internal teams (e.g. campaigns and across the Engagement Directorate) about the importance and role of ACF's story and brand promise in their advocacy activities and communications.

KEY PERFORMANCE INDICATORS

The performance of the Strategic Marketing Manager will be evaluated through regular Performance Appraisals to be conducted by the Director of Engagement. Indicators will include:

- The quality and progress of implementation of a brand marketing strategy.
- Collaboration and contribution to communications strategies developed by Engagement for campaigns and fundraising.
- Consistency of use of ACF's brand style guide across the organisation.
- Effective management of staff and a production workflow schedule.

KEY SELECTION CRITERIA

1. **Non-profit strategic marketing experience:** Demonstrated track record of success developing and implementing marketing strategies for, preferably, non-profit or charitable organisations.
2. **Brand marketing knowledge:** Experience at a senior level managing a brand, including understanding audiences and the research and data analysis required to appeal to and meet their needs.
3. **Understanding of advocacy.** A demonstrated understanding of its purpose, value and how marketing can drive it.
4. **Project and production management skills and experience:** Experience in, or ability to, creating and implementing production management systems, as well as managing complex and demanding workflows.
5. **Leadership:** Models positive, constructive and collaborate behaviours to build team satisfaction and productivity. Provides structure and clarity of goals for team members, including consistent feedback.
6. **Content production skills:** Excellent writing and editing ability. Can distill complex material into compelling stories and easily understood content.

7. **Integrity:** Works effectively with high degree of autonomy and accountability. Self-motivated and demonstrates a high level of initiative.
8. **Qualifications, technical knowledge and skills:**
Tertiary and/or post graduate qualifications in marketing and/or other relevant strategic communications experience.



How to walk the talk...

ACF's top six characteristics of an ideal team

	Communicative	Supportive	Respectful	Fun	Collaborative	Focused
ACF's role	<ul style="list-style-type: none"> Provide genuine, meaningful, two-way, communication to staff Provide opportunity for staff to communicate between teams and between levels 	<ul style="list-style-type: none"> Offer flexible work arrangements Monitor, measure and seek to improve staff happiness Reward good performance 	<ul style="list-style-type: none"> Take people's ideas, worries and needs seriously 	<ul style="list-style-type: none"> Encourage a social and welcoming atmosphere Organise team gatherings to celebrate our successes and losses 	<ul style="list-style-type: none"> Communicate organisational goals and provide direction Emphasise shared goals, not individual goals. 	<ul style="list-style-type: none"> Set goals and make sure we stick to them Clearly defined reporting lines, and team functions
My role	<ul style="list-style-type: none"> Ask questions Understand you teams' priorities and help to achieve them Seek feedback Give feedback 	<ul style="list-style-type: none"> Give credit where credit is due Ask "are you okay?" and act on the answer Remind yourself that we're all human with pressures outside work 	<ul style="list-style-type: none"> Treat others as you would like to be treated Listen Let others speak Reflect. Is my behaviour making the situation worse? 	<ul style="list-style-type: none"> Take time out Remember what's important Don't be afraid to ask for help Be silly occasionally 	<ul style="list-style-type: none"> Help your colleagues (remember, you're in the same team) Realise that people work differently and that you can learn something from everyone 	<ul style="list-style-type: none"> Ask the question: "why are we doing this?" Do what's best for the team Work where you can do the most good