

<b>POSITION DESCRIPTION</b>	
<b>POSITION</b>	Marketing & Communications Manager
<b>REPORTS TO</b>	Chief Executive Officer
<b>DIRECT REPORTS</b>	Communication Officers
<b>POSITION SUMMARY</b>	This position is responsible for leading the development, implementation and administration of marketing, communications and public relations activities undertaken by Awabakal to ensure alignment with the organisation's strategic objectives, vision, mission, and values. The role provides marketing and communication expertise and support across all business units consistent with Awabakal's standards of excellence.
<b>LAST REVIEW</b>	May 2021

## KEY RESPONSIBILITIES

### Marketing

- Consult with Leadership team to develop a strategic communication and marketing plan for each region ensuring projects align with Awabakal's overall strategic plan.
- Work closely with the team to develop an annual calendar of events which aims to promote Awabakal services, and assist management in meeting their specific KPI's.
- work with the regions to generate ideas, implement, and support marketing strategies and campaigns in line with organisational and business unit goals.
- Oversee and contribute to the development, implementation, and ongoing management of advertising campaigns (including online/SEM campaigns) and act as a liaison with consultants.
- Support the development and embed a whole-of-organisation CRM and customer engagement approach.
- Champion the maintenance of brand guidelines to ensure production of professional and consistent marketing and communications materials.
- Oversee the design and marketing produced by external stakeholders.
- Writing, editing, and proofreading for all corporate collateral.
- Developing and managing the production of the annual report.
- Ensure all activities are in line with Awabakal brand and values.
- Maintain accurate records, budgeting, and evaluation reports.
- Maintain all activity in line with the business unit budget.

### Communications & Public Relations

- Produce communications for various mediums internal and external, including social media, electronic media, web content, direct mail, print and marketing collateral and advertising, stakeholder communications, newsletters etc.
- Oversee the management Awabakal website and online content.
- Liaise with web developers/hosts and digital marketing consultants as required.
- Source editorial opportunities, write press releases, act as media liaison, and actively nurture and maintain effective media networks.

### Event Support

- Provide marketing and communications support for organisational and special events (internal and external) as needed, including speech writing, presentations, PR, advertising, photography, and other materials.
- Act as a resource for regional managers conducting local events (i.e. preparation of invitations, programs, media releases/liaison, etc.).

### General Administration

- Development of marketing and communications policies and procedures.
- Development, management and forecasting of the marketing budget to ensure spend is in line with budget provisions.
- Management of print services as related to marketing, including liaising with preferred provider.
- Keep abreast of industry activities, sector challenges, policy and reform, and consumer and sector advocacy.

## GENERAL

- Ensure conduct is in line with Awabakal Code of Conduct and Core Values.

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- Ensure you understand and adhere to Awabakal policies and procedures.
- Demonstrate and uphold exceptional safety standards at all times and in accordance with any workplace health and safety requirements, to ensure your own safety and the safety of others.
- Display a positive attitude and develop and maintain effective working relationships with internal and external stakeholders.
- Maintain absolute confidentiality regarding client and patient information and ensure client information and records are entered into the appropriate systems.
- Undertake any other tasks, duties or specific projects within your area of skills and expertise, as required.

## HR / WHS (LEADERS)

- Be involved in human resources processes such as recruitment, annual reviews, managing workplace grievances and performance management when required.
- Ensure appropriate resources and control measures are available to address non-conformances reported through incident and hazard reporting.
- Ensure a safe working environment by demonstrating leadership in relation to work health and safety matters.

## QUALIFICATIONS / CERTIFICATES / LICENCES

- Tertiary qualifications in marketing, communications, media, or a related discipline, and/or equivalent demonstrated experience in a related field
- First Aid Certificate
- National Police Check
- Working with Children Check
- NSW Drivers Licence

## EXPERIENCE

- Demonstrated experience in developing and managing new marketing strategies, campaigns, and events.
- Demonstrated experience in the writing, editing and production of a broad range of publications and media and stakeholder communications.
- Demonstrated experience in leading social marketing campaigns (community awareness/behaviour) and/or experience with community engagement methodologies.
- Experience working in the primary health care sector (desirable).
- Experience in promoting strategies to improve health outcomes for aboriginal groups and communities (desirable).

## COMPETENCIES

- Advanced Computer literacy including MS Office, Adobe Creative Suite, and web content management systems.
- Understanding of marketing/communications principles and practice as well as communication platforms; including online, digital and print.
- Exceptional written communication skills with the ability to write efficiently, creatively, clearly, concisely, and accurately for various audiences.
- High level verbal communication and interpersonal skills in order to develop positive relationships within and outside the organisation.
- Excellent organisational and time management skills with the ability to manage competing tasks and priorities.
- Innovative, creative and a strategic thinking, with an understanding of how marketing and communications drive enquiries/sales.
- A proactive 'can do' approach.
- Strong customer focus and a commitment to communications/marketing excellence
- Strong attention to detail
- **Aboriginality is a desirable requirement for this position.**

## SIGN OFF

I understand the Position Description as set out above and agree to fulfill the tasks and responsibilities to the best of my ability for Awabakal.

<b>Print Name</b>	
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Signature		Date	
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