

## Manager, Marketing and Campaigns

### Position Summary

<b>Position title:</b>	Manager, Marketing and Campaigns
<b>Team:</b>	Marketing & Communications
<b>Location:</b>	Melbourne CBD
<b>Position type/FTE:</b>	Fixed Term: 1.0 FTE
<b>Tenure:</b>	Fixed term until 30 June 2022
<b>Probation period:</b>	6 months
<b>Salary classification:</b>	Our Watch Band 6, Level 1 (\$113,074 – \$123,842.00) plus superannuation
<b>Reports to:</b>	Director, Marketing and Communications
<b>Date approved:</b>	July 2019

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### Organisation Context

Our Watch is a national, not for profit organisation established in 2013. Our mandate is to drive nationwide change in the culture, behaviours, structures and power imbalances driving violence against women and their children. We are based in Melbourne.

Our Watch's vision is an Australia where women and their children live free from all forms of violence. Our mandate is to stop violence before it happens, and our purpose is to provide national leadership to prevent all forms of violence against women and their children. Our work will always be based on sound research and strong and diverse partnerships.

Our Watch recognises and values diversity amongst its staff and strongly encourages suitably qualified people from all backgrounds, especially people who have a strong understanding of intersectionality either by working with diverse population groups or a lived experience.

### Position Overview

The Manager, Marketing and Campaigns is responsible for leading the design, development, implementation and evaluation of high-visibility, national marketing and communications campaigns that raise awareness, change behaviour and engage the community in action to prevent violence against women and their children.

Reporting to the Director, Marketing and Communications and with the support of a team of Marketing and Communications Advisors, the Manager, Marketing and Campaigns is responsible for leading the delivery of all campaign related activity, including campaign strategy, creative development, media buy, content marketing, stakeholder outreach and supporting communications.

The Manger, Marketing and Campaigns will work as part of a cross-functional project team, including working closely with the Policy & Evaluation and Practice Leadership teams to ensure all campaigns are fully integrated across the organisation.

### **Responsibilities and Accountabilities**

- Lead the end-to-end design, development, implementation and evaluation of Our Watch's marketing and communications campaigns, ensuring campaigns are evidence-based, effective and based on best-practice social marketing approaches.
- Lead the development of a campaign management framework for Our Watch, and the development and implementation of individual campaign strategies and plans.
- Contribute to the development of an integrated marketing, media and communications strategy to support the consistent delivery of all Our Watch's communications activity.
- Lead the campaign management process, including oversight of media buying, graphic design, print, digital and direct marketing agencies to ensure delivery of activities within agreed time and budget parameters.
- Lead, coach and develop a team of marketing and communications professionals, actively developing their skills through performance reviews, coaching, professional development and performance management.
- Work collaboratively with the Practice Leadership and Policy and Evaluation teams to ensure all campaign activity is evidence-based, is supported by practical tools and resources and is evaluated through effective tracking and measurement.
- Manage the operational components of all campaigns, including budget management and financial reporting, allocation of team resources and effective management of campaign-related contracts and tenders.
- Provide proactive, responsive, strategic and tactical marketing and communications advice, identifying and managing issues, risks and opportunities.
- Develop and maintain effective relationships with key stakeholders, including federal and state government departments and other sector organisations.
- Contribute to the management of an advisory group to help identify and co-ordinate national and state primary prevention communications activities.
- Provide high-quality communications advice and support across the organisation and help ensure that the quality and consistency of marketing and communications output is maintained and enhanced.
- Perform other marketing and communications activities as required.

## **Direct Reports**

- Senior Marketing & Communications Advisors (3 positions)
- Marketing & Communications Advisors (2 positions)

*Please note Our Watch is currently undertaking its strategic and operational planning process. In relation to this position, please consider that report numbers may change to meet the needs of the organization as part of this process.*

## **Organisational Relationship**

### **Internal:**

- Marketing and Communications directorate, including media and communications and digital teams
- Policy and Evaluation team
- Practice Leadership team
- Corporate Services team
- CEO and Senior Executive team

### **External:**

- Our Watch member representatives
- Relevant government departments
- Project partners and sector stakeholders
- External suppliers

## **Skills and Qualifications**

### **Qualifications and experience**

- Tertiary qualifications in Marketing, Communications or another related field, and at least 10 years' experience in developing and managing multi-channel, integrated marketing and communications campaigns.
- Experience in leading social marketing and behaviour change campaigns in the public health, community or government sectors is highly desirable.

### **Leadership and management**

- Proven experience providing high level strategic leadership on large-scale, 'through the line' campaigns
- High level leadership skills, including excellent interpersonal, communication, engagement and negotiation skills.
- Extensive experience managing a team, including resource allocation, coaching and development, employee engagement and performance management.

### **Campaign management skills and expertise**

- Exceptional command of social research, marketing and communications techniques, including creative development, concept testing, media planning and buying, content marketing and campaign communications.

- Ability to synthesize complex information to develop a clear campaign strategy, supported by evidence and with an appropriate mix of marketing and communications channels and activities.
- Proven experience developing and implementing innovative ‘through the line’ evidence-based campaigns to meet defined objectives.

**Project management**

- Demonstrated experience leading cross-functional project teams, including the ability to set clearly defined objectives and priorities, plan and manage workload, reviewing and adjusting as required.
- Excellent individual and team time management, prioritisation and organizational skills, with the ability to manage multiple conflicting needs and prioritise effectively.
- Ability to anticipate risks, issues and barriers and manage them quickly and effectively.

**Written and verbal communication**

- Exceptional written communication skills, including experience writing compelling, engaging and effective marketing and communications copy for a range of audiences and channels.
- Excellent verbal communication skills, including highly-developed influencing and negotiation skills, and the ability to listen, understand and adapt to audience needs.
- Proven record of both welcoming and providing constructive feedback.

**Stakeholder engagement and relationship development**

- Extensive experience in facilitating and maintaining strong, positive relationships with stakeholders, partners and suppliers, both internally and externally.
- Ability to constructively manage stakeholder issues and find innovative solutions to resolve problems.
- Demonstrated skills, knowledge and behavior to work with Aboriginal and Torres Strait Islander people in a culturally respectful way, or the capacity to develop these.

**Commitment**

- Demonstrated commitment to Our Watch’s vision, purpose and mandate.
- Contribute to maintaining a work environment where differences are valued, encouraged and supported. Promote Our Watch’s ideals of gender and cultural diversity at all times.

*July 2019 - Please note Our Watch is currently undertaking its strategic and operational planning process. In relation to this position, please consider some content within this position may change to meet the needs of the organisation.*