

Position description

Title	Brand Marketing and Communications Manager
Reports to	Head of Marketing, Communications & Media
Classification & Salary	Level 8
Employment Status	Ongoing Full Time
Primary Location	Latrobe Street
Date	November 2021

Good Shepherd Australia New Zealand (GSANZ)

Our three-year strategy outlines the world we want to see and our role advancing in it. It also speaks to the positive impact we will deliver to support women, girls and families to be safe, secure, strong and connected. We are committed to tackling the issues of our time which adversely affect them. We work to advance equity and social justice and support our communities to thrive.

We seek to increase economic participation and wellbeing, to build resilience, improve safety and bring about system change. We offer microfinance programs and products, financial counselling and coaching, family violence support, family and youth programs, playgroups, education programs and community houses. These services are complemented by research and advocacy to address the underlying structural causes of injustice, exclusion, and inequality.

Role Purpose

The Brand Marketing and Communications Manager will:

- Develop, implement, monitor and evaluate Good Shepherd's brand marketing and communications
 - Manage the day-to-day delivery of all brand, program and internal marketing and communication materials to support the delivery of Good Shepherd's strategic plan and priorities.
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Key Responsibilities

- In conjunction with the Head of Marketing, Communications and Media, develop and manage the day-to-day implementation of a Brand and Communications Plan to raise awareness and equity in the Good Shepherd brand and build awareness of Good Shepherd programs and services among target audiences
- Lead a team of in-house specialists (including Digital Lead, Graphic Designer, and Content & Multimedia Lead) to schedule and deliver GS internal and external communications material in line with the GS Brand Guidelines and agreed timelines
- Provide support to the Head of Marketing, Communications and Media, Program Marketing and Media & Internal Communications Managers in the Marketing and Communications planning
- In conjunction with the Head of Marketing, Media and Communications review, select and negotiate a partnership with an agency to enable complex multi-channel media buys, provide specialist expertise and support implementation
- Develop clear metrics for the reporting and evaluation of communications effectiveness and efficiency
- Identify brand, market and client insights including from across the organisation to continue to optimise our Marketing and Communications
- Lead the development of strong and powerful content strategies that brings to life Good Shepherd's brand narrative and client value propositions, engaging both B2B and B2C audiences
- Monitor, evolve and elevate Good Shepherd's Brand Guidelines
- Develop and maintain strong stakeholder relationships with key internal stakeholders and provide communications advice and support across the organisation
- Work with key stakeholders to identify brand, market, and client insights to continuously feed into the planning and improvement process

Responsibilities of Good Shepherd Employees

Strategy

- Deliver service aligned with team operational plan and Good Shepherd's strategic plan
- Contribute to development of team plan
- Demonstrate understanding of social justice and community capability building concepts

People

- Demonstrate commitment to own learning and development
- Contribute to development of a high-performance team through demonstration of capabilities outlined in Good Shepherd's leadership capability framework
- Participate actively in regular formal supervision
- Share knowledge and practice insights with colleagues
- Take responsibility for own wellbeing

Clients

- Support the delivery of best practice service to clients in line with agreed goals/contribution
 - Seek feedback from client/stakeholders/peers in order to reflect and improve on service support for own Practice
 - Maintain a client-centred approach to service delivery at all times
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Service Delivery and Operations

- Deliver all services in line with service standards and program procedures
- Maintain accurate data, information and reporting at all times
- Maintain agreed service level agreements
- Provide timely reporting in line with department requirements
- Other duties as reasonably required

Stakeholders

- Liaise effectively with referral network
- Work collaboratively with other service providers to deliver valued outcomes for clients
- Develop constructive, collaborative relationships with other Good Shepherd team members and departments

Compliance

- Demonstrate behaviour consistent with Good Shepherd mission, values, behaviours and policies at all times
- Maintain agreed quality standards
- Maintain OH&S standards at all times

Qualifications, Experience and Mandatory Requirements

- Qualifications in marketing, advertising, communications, or a related discipline or equivalent experience
- Extensive experience in a marketing, brand strategy, communications, or public relations or agency account management role
- Demonstrated experience in successfully planning and delivering targeted marketing and communications campaigns across a range of online and traditional platforms
- Demonstrated experience scheduling and delegating multiple creative projects within a fast-paced environment.
- Excellent writing and communication skills with an ability to initiate and manage creative media campaigns that support strategic objectives
- A satisfactory Police Check
- A current Working with Children's Check (WWCC)

Key Selection Criteria

1. Experienced Brand Manager with strong previous experience at this level, including developing brand strategies and communication plans
 2. Excellent organisation skills and attention to detail
 3. Excellent written and verbal communication together with exemplary interpersonal skills
 4. Self-motivated with the ability to work in a fast-paced environment
 5. Can build and maintain strong relationships, lead the planning and response provide strategic brand and communications advice to leaders and employees
 6. Can lead a high-performing team to deliver campaigns and communications that successfully engage a range of target audiences
 7. Can develop and implement policy and procedures, ensuring compliance and quality processes are embedded across the organisation
 8. Can produce high quality communications and content on behalf of Good Shepherd on multiple platforms, with strong attention to detail
 9. Ability to manage multiple projects at a time and to work to tight and changing timelines
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Values & Behaviours

We are all co-responsible for the delivery of the Good Shepherd Mission and living our values by modelling these behaviours in all that we do.

Value of each person | Reconciliation | Justice | Zeal | Audacity

Additional information

Employment is subject to:

- Relevant Qualifications/Registration Name
- A current national Police Record Check
- A current Employee Working with Children Check (WWCC) or state equivalent
- Proof of the right to work in Australia

The above requirements will need to be supplied and verified prior to commencement

Work Health and Safety (WH&S): All team members are required to carry out their duties in a manner that does not adversely affect their own health and safety and that of others by reporting all incidents and injuries as well as cooperating with any measures introduced in the workplace to improve WH&S.

Pre-existing injury: The person appointed to this position will be required to disclose any pre-existing injuries or disease that might be affected by employment in this position. This will assist the organisation in providing a safe work environment.

Equal opportunity: Good Shepherd is an equal opportunity employer. We recognise the rich diversity of people across Australia. We are committed to ensuring that our team is reflective of the diverse community we serve and to supporting a culture of equity, inclusion and diversity. All team members have a responsibility to be familiar with and adhere to the organisation's policies and procedures.

Child Safe Employer: Good Shepherd Australia New Zealand is a Child Safe employer. Employment is subject to satisfactory referee checks, a current employment working with Children Check, National Criminal History check and proof of the right to work in Australia.

Cultural competency: Good Shepherd strives to maintain a culturally competent and inclusive workplace. All team members are expected to undergo cultural competence training as part of their professional development plans.

Salary packaging is available to all employees.