

## Position & Person Specification

<b>TITLE OF POSITION</b> Marketing and Communications Manager	<b>REPORTS TO</b> CEO
<b>DATE</b> 15 <sup>th</sup> October 2021	<b>TENURE</b> Full time position
<b>KEY STAKEHOLDERS</b> <ul style="list-style-type: none"> <li>Media</li> <li>Corporate Sponsors and Partners</li> <li>Event stakeholders</li> <li>Commercial stakeholders</li> </ul>	<b>MEETING ATTENDANCES</b> <ul style="list-style-type: none"> <li>Marketing and Communications Committee</li> <li>Management</li> <li>All Staff</li> </ul>
<b>KEY WORKING RELATIONSHIPS</b> <ul style="list-style-type: none"> <li>Accountable to CEO as a member of the management team</li> <li>Outside Variety, the position coordinates with all relevant media</li> <li>Working with the Events Team and BDM to promote Variety events, projects and functions whilst driving complementary commercial benefits to sponsors and partners</li> <li>Working with the Chair of the Marketing and Communications Committee</li> <li>Working with the external branding and advertising consultant</li> <li>Responsible to the Variety team and committees in a leadership role.</li> </ul>	
<b>AUTHORITIES</b> <ul style="list-style-type: none"> <li>Authority to spend the amount as outlined in the Instrumentation of Delegation Authority</li> </ul>	
<b>ACKNOWLEDGEMENT</b> I ACKNOWLEDGE that I have read and understand the responsibilities and expectations as set out below.  Signed by Employee: ..... Name of Employee: ..... Date: .....  Signed by CEO: ..... Date: .....	

# Position Specification

## 1. Summary of the broad purpose of the position

The Marketing and Communications Manager is a full time position responsible for the planning, development and implementation of the organisations marketing strategies, marketing communications and public relations activities, both external and internal. This role oversees and coordinates the strategic and tactical levels of the overall marketing and communications plan, as well as the development and implementation of support materials and services in the marketing, communication and public relations areas. . The role is responsible for leveraging and enhancing the inherent brand value of Variety in a creative, innovative, and resourceful manner to ensure Variety - the Children's Charity is recognised as a premier not-for-profit organisation in South Australia. The Marketing and Communications Manager also works with the senior Variety management team to support the achievement of revenue targets and event kpi's.

## 2. Competency Profile

- 2.1 Demonstrated experience in developing and executing a high- level marketing and communications plan
- 2.2 Corporate relationship management and client liaison
- 2.3 Extensive personal relationships with all forms of media
- 2.4 Strong interpersonal skills that are effective at all levels
- 2.5 Exceptional communication skills
- 2.6 Strong attention to detail
- 2.7 Creative, innovative, resourceful, strategic, analytical

## 3. Key Result Areas

### 3.1 Marketing and Communications

- 3.1.1 Plan, develop and implement the Marketing and Communications plan incorporating all of the organisations marketing strategies, marketing communications, public relations activities, and stakeholder communications, both external and internal
- 3.1.2 Manage all relevant collateral to ensure consistency in our messaging whilst being innovative and creative.
- 3.1.3 Develop and implement specific individual giving programs
- 3.1.4 In liaison with CEO and BDM contribute to strategies that improve the sponsorship, advertising, hospitality and fundraising revenue streams to achieve financial targets as outlined in the business plan.

### **Key Performance Indicators/M Measurement**

Performance will be measured by:

- 1. Quantity and quality of Variety related media exposure
- 2. Accuracy in conveying Variety key messages, values and direction
- 3. Increase in awareness and response to the Variety brand
- 4. Increase in website traffic and social media interactions
- 5. ROI on marketing of Events and sponsorships

### 3.2 Stakeholders

- 3.2.1 Develop and maintain strong working relationships with all relevant media
- 3.2.2 In conjunction with the BDM maintain contact and liaise with existing sponsors and corporate partners to ensure delivery of benefits and positive communication
- 3.2.3 In conjunction with Event Managers maintain contact and liaise with event stakeholders to include Event Chair and committee, entrants, appeal recipients and broader community.

**Key Performance Indicators/Measurement**

Performance will be measured by:  
Stakeholder satisfaction ratio against agreed target

### 3.3 Internal Processes

- 3.3.1 Ensure all marketing and communication is accurate, appropriate, relevant and positive and is delivered to the highest standards with adherence to the Marketing and Communications plan.
- 3.3.2 Oversee the production of all Variety collateral and ensure it is accurate and completed in a timely manner.
- 3.3.3 Ensure all marketing and communications are constantly analysed and evaluated and appropriate reports and statistics are accurate, updated and maintained.

**Key Performance Indicators/Measurement**

- Performance will be measured by:
1. Adherence to the goals and outcomes set in the Marketing and Communications plan.
  2. Accuracy of documentation.
  3. Post Event / project / function communication outcomes

### 3.4 People and Learning

- 3.4.1 Foster a positive personal relationship with all media.
- 3.4.2 Lead and inspire the marketing and communications coordinator to create a positive, creative, effective and driven communications unit ensuring the core values of Variety are conveyed and the image and integrity of the brand is upheld.
- 3.4.3 Comply with all VSA policies.
- 3.4.4 Ensure that all safe work practices are followed.
- 3.4.5 Assist the CEO in providing a healthy work environment that encourages teamwork, supports Variety values and promotes a positive culture.
- 3.4.6 Impart experience and leanings to team members as a valued senior manager.
- 3.4.7 Participate in regular one to one coaching meetings with relevant team members.
- 3.4.8 Participate in all compulsory and allocated training and development opportunities.
- 3.4.9 Participate in the team meetings and planning days.

#### **Key Performance Indicators/Measurement**

Performance will be measured by:

1. Feedback from CEO during the formal review process.
2. Adherence to and compliance with all policies and procedures.

## Person Specification

### Desired/Essential qualifications:

Qualifications in Event Management or marketing is desirable or equivalent experience.

### Competencies and experience:

1. Demonstrated skills, knowledge and experience in the design and execution of marketing, communications and public relations activities.
2. Strong creative, strategic, analytical, organisational and personal communication skills
3. Demonstrated successful experience writing media releases and negotiating with the media
4. Experience in overseeing the design and production of print materials and publications
5. Computer literacy in word processing, data base management (preferably Salesforce) and design
6. Committed to working with shared leadership and cross functional teams
7. Ability to manage multiple projects at a time.
8. Experienced in developing proposals, presentation development and delivery.
9. Experience in and ability to manage resources, meet productivity and profitability targets and develop and affect cost reduction strategies.
10. Exceptional time management and organisational skills.
11. Experience in working with committees to achieve team orientated goals.
12. Ability to analyse issues, evaluate solutions, develop sound conclusions and recommend a course of action.
13. Demonstrated ability to develop relationships with a diverse range of people and businesses in the corporate, government and not-or-profit sectors.
14. Ability to delegate both work and authority.
15. Ability to prioritise tasks and deliver high quality outputs.
16. Ability to work under pressure and within tight time constraints when necessary.
17. Be passionate about the values of Variety- the Children's Charity.