

Position description



Position	Marketing Lead, Services						
Reports to	Strategic Marketing Manager						
Work level	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input checked="" type="checkbox"/>	5 <input type="checkbox"/>	6 <input type="checkbox"/>	7 <input type="checkbox"/>
Team	Brand and Marketing						
Group	Experience						
Location	Hybrid or remote						
Direct reports	2						

01. Purpose of the position and link to strategy

The Marketing Lead, Services, is responsible for delivering strategic marketing activity to connect the community with Beyond Blue's products and services. The Marketing Lead, Services, will build and maintain strong and effective relationships with the Services Group to collaboratively plan, deliver, optimise and evaluate marketing initiatives. This includes leveraging deep community insights and a human-centred design approach.

The Marketing Lead, Services, reports directly to the Strategic Marketing Manager, and leads and mentors a team of marketing specialists responsible for generating awareness, engagement, and targeted conversions for our products and services so that the community can achieve their best possible mental health.

02. Key accountabilities of position

Strategic marketing and operational management

- Develop and maintain a thorough understanding of Beyond Blue's strategic objectives, and the role of marketing in achieving these objectives.
- Provide strategic advice to the Services Group in relation to marketing strategy and activities, guided by the best available evidence.
- Plan, deliver, optimise and evaluate leading and innovative marketing that reaches our community segments, and leverage behaviour change methodology where relevant.

Team leadership

Category/Document type:
Evaluation last completed:
File location

Position Description
Completed by P-C 08/2023

Document owner:
Last Updated (version)

Head of Brand and Marketing
08/2023

https://Beyondblueitd-My.Sharepoint.Com/Personal/Carlynn_Christian_Beyondblue_Org_Au/Documents/Admin/HR/4_Recruitment/2023/Marketing Lead, Services/2023_08_PD_EXP_Mktg Lead-Services.Docx

- Lead a high performing team, providing timely, values-based and adaptable leadership that motivates team members and fosters accountability.
- Foster a values-based culture, which builds capacity and embeds community-centricity into Beyond Blue's day-to-day operations.
- Work with the Head of Brand & Marketing and Strategic Marketing Manager to develop and deliver annual work plans, budgets and resourcing projections.
- Any other duties as required from time to time by the Strategic Marketing Manager.

Relationship management

- Proactively collaborate with other teams and units within the Centre of Excellence to leverage the skills and experience available to successfully execute marketing activities.
- Work across the organisation and collaborate with the Services Group to transfer insights and research into effective marketing strategies.
- Work closely with the organisation to ensure all marketing activity and content is safe, accurate and clinically sound.

03. Key outcomes, or desired impact of role, linked to strategy

Area of impact

- Deliver marketing activities so that the community is connected to support before their mental health problems spiral.

KPI's/Goals are set in the performance review cycles – January to June / July to December as part of our [Thrive Framework](#).

04. Core Capabilities

Of the eight capabilities listed in our [capability framework](#), critical for role success.

- Communicating - Expresses information clearly and with purpose
- Partnering - Collaborates and works in partnership (internal and external) to improve our sustainability and impact
- Critical thinking - Uses logic and reasoning to identify the strengths and weaknesses of alternative solutions or approaches to problems
- Leading - Is accountable and delivers high performance while upholding Beyond Blue values

05. Specific Job Competencies

Education/qualifications

- Tertiary qualification in marketing or other relevant discipline

Experience

- Experience in a similar marketing management role.

Key essential skills

- Willingness to commit to and work in line with the Beyond Blue Values
- Demonstrated experience in behaviour change marketing, and experience applying various social marketing and behaviour change approaches and methodologies.

- Knowledge of key principles and methods of effective brand management. This includes brand strategy and brand value.
- Knowledge of principles and methods for creating and distributing valuable, relevant, consistent marketing activity to attract and retain a clearly-defined audience — and, ultimately, to drive action/change.
- Highly developed skills and experience in leading teams and developing, motivating and managing people, including clarifying expectations, managing performance, coaching and fostering accountability.
- Knowledge of principles and methods for creating and distributing valuable, relevant, consistent marketing activity to attract and retain a clearly-defined audience — and, ultimately, to drive action/change.
- Ability to oversee multiple complex projects and ensure that outcomes are delivered to a high level of quality, on time and on budget.
- Highly developed analytical and conceptual skills including the ability to recognise emerging issues of importance and to prioritise.
- Advanced computer skills in Word, Excel, PowerPoint, Outlook, SharePoint, Miro, Jira and Confluence.

06. Values leadership and our culture at Beyond Blue

Beyond Blue Values

We all play a part and take responsibility for our impact on the culture at Beyond Blue, in line with our [Values](#).

Cultural competency

Beyond Blue strives to maintain a culturally competent and inclusive workplace. All employees are expected to undergo regular cultural competency training as part of their professional development plans.