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| **Position title** | | | | | **Be You Marketing Manager** | | |
| **Team/Group** | | | | | Be You Marketing Team / Education & Be You Group | | |
| **Work level** | | | | | 3 | | |
| **Position reporting to** | | | | | Be You Marketing Lead | | |
| **Employment Type** | | | | | Full-time, fixed-term to 30 June 2023 | | |
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| **Vision, mission and values** |  | | Beyond Blue’s vision is that all people in Australia achieve their best possible mental health. Our mission is to work with the community to improve mental health and prevent suicide. We aim to achieve this by:   1. Promoting mental health and wellbeing 2. Being a trusted source of information, advice and support 3. Working together to prevent suicide   Beyond Blue’s values are **Collaboration, Respect, Enthusiasm, Excellence, Innovation and Integrity.** | | | | |
| **Position purpose** |  | | Beyond Blue delivers the national mental health in education initiative, Be You.  Be You aims to empower every learning community in Australia to be their most mentally healthy, positive, and inclusive – in ways that work for them, at a time that works for them, and all free of charge. Be You equips educators to support the mental health and wellbeing of children and young people from birth to 18 years. The initiative provides an end-to-end approach for early learning services, school age care services, primary schools, and secondary schools across Australia and is delivered by Beyond Blue in collaboration with Early Childhood Australia and headspace.  The Be You Marketing Team works closely with the Be You delivery partners to help educators become aware of, understand, trust, engage with and champion the Be You initiative.  The Be You Marketing Manager is responsible for managing and delivering the strategic marketing needs of Beyond Blue’s Education & Be You group. The Marketing Manager will build and maintain strong and effective relationships with the Education & Be You Group, Brand and Marketing Group and Be You delivery partners to collaboratively design, implement and evaluate effective marketing initiatives. | | | | |
| **Role dimensions** | |  | | **Direct Reports** | | | 2 |
| **Overall team** | | | Be You Marketing Lead; Be You Marketing Manager; Be You Marketing Advisor, Be You Social Media Advisor; Be You Marketing Content Producer; Be You Marketing Content Editor. |
| **Financial Delegation** | | | *As per the Delegations of Authorities Policy* |
| **Key accountabilities** | |  | | **Relationship management**   * Build strong and effective relationships across the Education and Be You Units and act as a key point of contact for Be You marketing strategy, support, and advice. * Develop and maintain a thorough understanding of the Education & Be You group’s strategic objectives, and the role of marketing in achieving these objectives. * Work collaboratively with Be You external delivery partners Early Childhood Australia (ECA) and headspace, the Education & Be You Group, and the Be You Marketing team to design, develop, implement and evaluate marketing initiatives that support organisational objectives and engage the community. * Work closely with the Be You Clinical Adviser and Diversity and Inclusion Adviser to ensure all marketing activity and content is safe, accurate and clinically sound. * Work closely with the Be You teams including Content, Digital, Performance & Evaluation, Education Engagement and Policy and Strategic Relations to deliver best in class, innovative and engaging marketing activities that support Be You’s objectives. * Regularly participate in Beyond Blue’s Marketing Community of Practice to stay abreast of emerging trends, and proactively maintain linkages to the Centre of Excellence group and Brand and Marketing unit.   **Strategic marketing**   * Work closely with the Marketing Lead to plan, resource and deliver marketing initiatives, from initiation through to go-to-market implementation and evaluation. * Assist the Be You Marketing Lead with the development and delivery of the integrated marketing strategy for Be You. * Support the Marketing Lead to embed the brand strategy and key brand principles, including acting as a Be You brand guardian to ensure all marketing activity supporting the Education and Be You Group is aligned to Be You’s brand, experience and language guidelines and policies. * Proactively look inside and outside the organisation to identify marketing opportunities and to drive, monitor and analyse behaviour change. * Identify and recommend marketing solutions aligned to organisational objectives, demonstrating an analysis of community needs, a review of relevant research, consideration of risks and evaluation of options. * Provide both proactive and responsive strategic and tactical marketing advice, identifying and managing issues, risks, and opportunities, and ensuring consistency and quality of marketing output is maintained. * In collaboration with the Business Intelligence and Performance & Evaluation Teams, actively monitor and evaluate all Education & Be You strategic marketing activity, regularly reporting back to the Education & Be You group with recommendations, improvements, and optimisation. * Develop Be You’s SEM strategy, ensuring paid results are constantly optimised and delivering against targets, with consideration given to how this complement Be You’s appearance in organic search results.   **Project management**   * Lead cross-functional project teams to effectively deliver marketing campaigns, initiatives and materials within agreed timeframes, budgets, and resourcing. * Use appropriate project management tools and processes to manage marketing projects, regularly reporting on progress, recognising barriers, and finding effective solutions. * Effectively engage the Be You Marketing Team members and Marketing Technology team to deliver marketing outputs, including effective briefing, engagement, and feedback. * Manage external suppliers such as creative, media buying, graphic design, print, digital and direct marketing agencies to ensure delivery of activities within agreed time and budget parameters. Provide feedback to agencies to ensure high-quality outputs.   **Team operations and leadership**   * Lead, coach and develop a team of marketing advisers, actively developing their skills through performance reviews, coaching, professional development, and performance management. * Collaborate with other teams and units to leverage the skills and experience available to successfully execute activities. * Assist the Brand & Marketing Lead and Head of Be You Delivery with the development of annual workplans, budgets and resourcing projections.   **Innovation and creativity**   * Take a best-practice approach to marketing and lead the creation of materials, initiatives and activities that are creative, innovative, and impactful * Contribute to the development of a culture of innovation by testing, learning and optimising marketing activities, initiatives, and content.   **Community focus**   * Seek opportunities for input, consultation and codesign with our communities where appropriate to inform our work * Work closely with the Be You Delivery unit to fully understand Beyond Blue’s audience and segmentation, and ensure marketing materials are community-centric and tailored according to relevant segments, journeys, and community insights * In collaboration with other teams and units, use human-centred design principles in the design of all content materials, activities, and initiatives. | | | |
| **Key behaviours** | |  | | * We are community centric and focus on solving problems, listening, and adjusting plans to deliver better outcomes for the community * We create a sense of fun and light-heartedness, and channel our energy and enthusiasm into meaningful work * We create clarity and ensure our actions align to our strategy, so we can prioritise our finite resources * We collaborate to provide solutions and options for feedback * We actively listen, and communicate openly and transparently * We build relationships internally and partner with the whole organisation on shared goals, problems, and solutions * We build relationships externally and partner with key external stakeholders for the benefit of the community * We adapt, flex and take an agile approach to plans to meet community need | | | |
| **Qualifications and key selection criteria** | |  | | **Qualifications and technical skills**   * Tertiary qualification in marketing or other relevant discipline * Significant experience in a similar marketing management role.   **Strategic marketing**   * Ability to synthesize complex information to develop a clear marketing strategy, supported by evidence and with an appropriate mix of marketing and communications channels and activities. * Strong command of social research, marketing, and communications techniques, including creative development, concept testing, media planning and buying, multimedia production, content marketing and campaign communications.   **Project management**   * Demonstrated experience leading multiple concurrent projects, including the ability to set clearly defined objectives and priorities, plan and manage workload, and utilise systems to track progress * Excellent time management, prioritisation, and organisational skills, with the ability to work flexibly and meet tight deadlines   **Relationship management**   * Extensive experience in setting-up processes or opportunities to build and maintain strong, positive relationships with stakeholders, partners, and suppliers, both internally and externally * Ability to constructively manage issues and find innovative solutions to resolve problems * Demonstrated ability to understand the needs of other groups, teams and stakeholders and provide tailored, transparent, and sound advice   **Teamwork and leadership**   * Strong management skills, including excellent interpersonal, communication, engagement, and negotiation skills * Experience managing a team, including resource allocation, coaching and development, employee engagement and performance management   **Innovation and creativity**   * Proven experience developing marketing campaigns, materials or initiatives that are innovative and creative yet rooted in evidence and a deep understanding of the audience * Ability to proactively seek-out improvement opportunities and make specific changes to improve performance   **Community focus**   * Experience using human-centred design in developing marketing materials, initiatives and activities, and experience tailoring communications to the needs of the audience | | | |
| **Core capabilities** | |  | | *Community voice​* | | Capture community insights, ensure community insights inform our work | |
|  | |  | | *Community awareness & system change​* | | Shift to a community centric way of operating, with the community and the need for system change informing how we work​ | |
|  | |  | | *Digital Capability Big Blue Door delivery​* | | Increase our impact and reach across the community, and better understand and respond to community need and deliver personalised support informed by community insights and data. ​ | |
|  | |  | | *Agile Leadership​* | | Respond in a shorter period of time and to enable more flexible and adaptable utilisation of resources across the organisation. It also enables us to embed our Ways of Working culture. ​ | |
|  | |  | | *Sustainable & diverse funding sources and supporting social impact​* | | Develop a sustainable and diverse funding base, that strengthens our culture of philanthropy. We will invest and spend wisely, and plan for the longer term.​ | |
|  | |  | | *Best governance and demonstrating impact​* | | Balances stability and strong oversight, with dynamic decision-making processes that support responsive ways of working. We will measure our success – and our learnings – and share our insights with donors, philanthropists, and government supporters.​ | |
|  | |  | | *Partner strategically for maximum impact​* | | Work with the community, education, business, philanthropy and across government. Our engagement with partners will be purposeful, inclusive, transparent, and respectful.​  ​ | |