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| **Position title** | | | **Brand Marketing Manager** | |
| **Team/Group** | | | Brand & Marketing Unit, Centre of Excellence Group | |
| **Work level** | | | 3 | |
| **Position reporting to** | | | Strategic Marketing Lead | |
| **Employment Type** | | | Full-time, fixed-term | |
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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 promote good mental health. We create change to protect everyone’s mental health and improve the lives of individuals, families and communities affected by anxiety, depression and suicide.  Beyond Blues values are **Collaboration, Respect, Enthusiasm, Excellence, Innovation and Integrity.** | | |
| **Position purpose** |  | Beyond Blue is one of Australia’s leading and most trusted mental health organisations. As an entrusted brand custodian, the Brand Marketing Manager is responsible for generating an emotional connection to our brand. This role will lead the implementation of our brand strategy, manage the delivery of relevant brand marketing campaigns and track our brand health. The Brand Marketing Manager is responsible for where and how our brand is used, including our brand guidelines and implementation of our brand policy.​ This role has the unique opportunity to positively impact the mental health of people around Australia by ensuring the community knows, trusts and engages with Beyond Blue’s brand.  Reporting to the Strategic Marketing Lead, this role sits in the Brand & Marketing unit within the Centre of Excellence group at Beyond Blue. With a focus on creating measurable behaviour change, the Brand & Marketing unit brings together strategists, content specialists and channel experts to get the right messages to the right people, at the right moment. We are insight-driven yet creative; strategic yet grounded in real experiences; and always focus on outcomes. Our aim is connection. Connecting the community with the products and services they need to improve their mental health, fostering an emotional connection with our brand, and connecting individually with our audience through targeted content and marketing. We work with the organisation to deeply understand our audience, their motivators, and their needs, and we use this understanding to deliver accessible and inclusive marketing activity that elevates Beyond Blue’s work and contributes to every person in Australia achieving their best possible mental health. | | |
| **Role dimensions** |  | **Direct Reports** | | 1 – 3 |
| **Overall team** | | Strategic Marketing |
| **Financial Delegation** | | As per Delegation of Authority |
| **Key accountabilities** |  | **Relationship management**   * Build strong and effective relationships and act as a key point of contact within the Brand & Marketing Unit for brand strategy and brand management support and advice. * Develop and maintain a thorough understanding of Beyond Blue’s strategic objectives, and the role of brand and marketing in achieving these objectives. * Work collaboratively across the organisation to undertsand how the brand strategy applies to teams’ and individuals’ work. * Proactively build and maintain key relationships, both internally and externally, particularly with agency partners. * Work closely with the Strategy & Planning and Research, Evaluation & Learning team to ensure the brand strategy is evidenced-based and aligned to Beyond Blue’s strategic plans. * Work closely with the organisation to ensure all brand marketing activity and content is safe, accurate and clinically sound.   **Brand Strategy & Management**   * Ensure internal and relevant external understanding, ongoing engagement and embedding of the brand strategy. * Build and enhance the Beyond Blue brand with a focus on increasing understanding, familiarity and engagement. * Develop and implement brand marketing activities aligned to the brand strategy, including relevant brand marketing campaigns across various community and marketing touchpoints. * Manage the monitoring of Beyond Blue’s brand health, including brand tracking research, translating research and insights into action. * Maintain and update Beyond Blue Brand Guidelines and work collaboratively, in particular with the Line of Business Marketing Managers, to ensure others across the organisation are educated and empowered to understand where and how our brand is used. * Manage trademarks, copyright and brand usage requests.   **Project management and leadership**   * Lead a cross-functional project teams to effectively deliver the brand activities within agreed timeframes, budgets and resourcing. * Use appropriate project management tools and processes to coordinate brand projects, regularly reporting on progress, recognising barriers and finding effective solutions. * Oversee the management of service providers and ensure standards and deliverables are met as per service agreements, and that their output ensures best practice and best value for Beyond Blue.   **Innovation and creativity**   * Foster a culture of continuous improvement in the team by utilising analytics, research insights and feedback to identify opportunities for innovation. * Take a best-practice approach to brand and marketing strategy, initiatives and activities that are creative, innovative and impactful   **Community focus**   * Seek opportunities for input, consultation and codesign with our communities where appropriate to inform our work. * In collaboration with other teams and units, use human-centred design principles in the design of all marketing 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 brand management role.   **Values driven**   * Willingness to commit to and work in line with the Beyond Blue values.   **Brand Management**   * Demonstrated brand management skills, including experience developing organisation-wide brand and marketing strategies. * High level knowledge of principles and methods for market research, including ability to effectively analyse and interpret both qualitative and quantitative data. * High level ability to synthesise complex information to develop a clear strategy, supported by evidence and that contributes to broader organisational objectives. * High level command of brand and marketing techniques, including strategy development, creative development, concept testing, media planning and buying, multimedia production, content marketing and campaign communications. * High level knowledge of key principles and methods of effective brand management, including brand strategy controls and brand value.   **Project management**   * Knowledge and skills in planning, resource identification and deployment, task and activity monitoring, reporting and overall program delivery against defined objectives, methods and outcomes. * Demonstrated experience leading a complex program of work, including the ability to flexibly plan and manage workload, budgets and resourcing - reviewing and adjusting as required. * Excellent individual time management, prioritisation and organisational 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.   **Relationship management**   * Extensive experience in facilitating strong, positive relationships with stakeholders, partners and suppliers, both internally and externally, and building shared commitment to goals. * Ability to proactively anticipate issues and find innovative solutions to resolve problems. * Strong ability to understand the needs of other groups, teams and stakeholders and provide tailored, transparent and sound advice.   **Teamwork and leadership**   * Ability to develop and implement a brand strategic vision with a broad range of stakeholders and to work across the organisation to meet shared objectives. * Highly developed leadership skills, including excellent interpersonal, communication, engagement and negotiation skills.   **Innovation and creativity**   * Ability to use analysis and data to review performance and barriers and make specific changes to improve outcomes. * Ability to foster a culture of creativity, innovation and improvement across the team.   **Community focus**   * Experience using human-centred design in developing marketing initiatives, and to manage and improve functions, products and programs. * High level experience in tailoring marketing activities and communication to meet the needs of the community. | | |
| **Additional information** |  | **Health, safety and wellbeing**  Beyond Blue is committed to ensuring the physical and psychological health and safety of all employees, contractors and other people involved in our business activities. Our people are expected to comply with our Health, Safety and Wellbeing policy  **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 for staff.  **Equal opportunity**  Beyond Blue is an equal opportunity employer. All staff have a responsibility to be familiar with and adhere to the organisation’s policies and procedures.  **Cultural competency**  Beyond Blue strives to maintain a culturally competent and inclusive workplace. All staff are expected to undergo regular cultural competence training as part of their professional development plans.  **Employment is subject to:**  • A current Police Record Check  • Proof of the right to work in Australia | | |