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| **Position title** | | | | | **Marketing Adviser, Community** | |
| **Team/Group** | | | | | Marketing & Brand Unit, Centre of Excellence Group | |
| **Work level** | | | | | 3 | |
| **Position reporting to** | | | | | Marketing Manager, Community | |
| **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 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 overview** |  | | With guidance from the Marketing Manager, Community, The Marketing Advisor, Community role is responsible for delivering the strategic marketing needs of Beyond Blue’s Community group. The Community group teams that this role will support include Partnerships, Fundraising, and Community Engagement. This role has the unique opportunity to positively impact the mental health of people around Australia through building effective social marketing campaigns that promote Beyond Blue’s brand, products and services. This role will have a particular focus on delivering marketing activities alongside the Partnerships team for corporate and community partners, however secondary marketing support will be required across the Fundraising and Community Engagement teams.  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. | | | |
| **Role dimensions** | |  | | **Direct Reports** | | *None* |
| **Overall team** | | *Strategic Marketing team* |
| **Financial Delegation** | | *As per the Delegations of Authorities Policy* |
| **Key accountabilities** | |  | | **Relationship management**   * Build strong and effective relationships with the Community group and act as a key point of contact within the Marketing & Brand Unit for marketing strategy, support and advice. * Work collaboratively with the Community group to assist with the design, development, implementation and evaluation of marketing initiatives that support organisational objectives and engage the community. * Proactively look inside and outside the organisation to identify marketing opportunities and to drive, monitor and analyse behaviour change. * Work closely with the Services & Supports group to ensure all marketing activity and content is safe, accurate and clinically sound. * Work closely with the Strategy, Policy and Reform group to ensure communications are evidence-based and aligned to Beyond Blue Strategic Communications plan.   **Strategic Marketing**   * Assist the Marketing Manager, Community to develop and deliver an integrated marketing strategy for the Community Group. * Work with internal teams and external suppliers to develop marketing materials and activities, from briefing through to implementation. * Provide both proactive and responsive marketing advice and ensure consistency and quality of marketing output is maintained. * In collaboration with the Business Intelligence and Community Experience units, actively monitor and evaluate all marketing activity, creating reports, evaluations and providing suggestions for improvement.   **Project management**   * Participate in 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 coordinate marketing projects, regularly reporting on progress, recognising barriers and finding effective solutions. * Effectively engage the Studio, Social Media, and Marketing Automation teams to deliver marketing outputs, including effective briefing, engagement and feedback. * Assist with managing 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.   **Teamwork and leadership**   * Collaborate with other teams and units within the Centre of Excellence to leverage the skills and experience available to successfully execute marketing activities.   **Innovation and creativity**   * Take a best-practice approach to marketing and develop 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**   * 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 | | |
| **Key selection criteria** | |  | | To be successful in the role you will have the following:   1. **Qualifications and technical skills**  * Tertiary qualification in marketing or other relevant discipline. * Experience in a similar marketing role.  1. **Strategic marketing**  * Highly developed marketing skills, including experience contributing to the development of a range of marketing materials, activities and campaigns. * Experience working collaboratively to contribute marketing skills and expertise to cross-functional projects * Experience developing and delivering tailored marketing materials for a range of purposes and audiences  1. **Project management**  * Demonstrated experience contributing to multiple projects, including the ability to utilise systems to track progress and see interdependencies * Highly developed time management, prioritisation and organisational skills, with the ability to work flexibly and meet tight deadlines  1. **Relationship management**  * Experience providing marketing advice and support to stakeholders and partners, including understanding their needs, keeping them informed and responding to issues * Ability to effectively manage external suppliers, including providing effective briefs, guidance and feedback * Ability to constructively investigate issues and recommend options for resolution  1. **Teamwork and leadership**  * Experience working as a marketing representative on cross-functional project teams to deliver organisation-wide outcomes * Ability to actively seek and positively receive input from others and make changes based on feedback  1. **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 question current practice and identify improvement opportunities  1. **Community focus**  * Understanding of the key principles of human-centred design in developing marketing materials, and experience tailoring communications to the needs of the audience | | |