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| **Position title** | | | | | **Marketing Adviser, Social** | | |
| **Team/Group** | | | | | Brand & Marketing Unit, Centre of Excellence Group | | |
| **Work level** | | | | | 3 | | |
| **Position reporting to** | | | | | Marketing Manager, Search & Social | | |
| **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 purpose** |  | | The Marketing Adviser, Social is responsible for managing the planning, development and optimisation of Beyond Blue’s paid social media activity. With guidance from the Marketing Manager – Search & Social, the Marketing Adviser will develop paid social media strategies, plans and campaigns that support organisational objectives. In collaboration with other teams, the Marketing Adviser, Social, will develop appropriate social media content that generates engagement and conversion and meets organisation objectives.  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** | | | *None* |
| **Overall team** | | | *Strategic Marketing* |
| **Financial Delegation** | | | *As per the Delegations of Authorities Policy* |
| **Key accountabilities** | |  | | **Strategic Marketing**   * Manage the planning, development and implementation of paid social media activity, taking a strategic approach to content planning and amplification across different channels to maximise user engagement and conversion. * Develop post-activity reports for paid social activities, which usually involves data analysis and insight development, contributing to the maintenance of ongoing reporting, and the use of formal templates and processes for larger-scale projects. * Work with internal teams and external suppliers to develop social media strategies, activities and campaigns from briefing through to implementation. * Provide both proactive and responsive social media advice and ensure consistency and quality of social media output is maintained across all platforms, and adheres to language, style and brand guidelines. * In collaboration with the Business Intelligence unit, actively monitor, audit and optimise all search and social media activity, creating reports, evaluations and providing suggestions for opportunities and improvement.   **Relationship management**   * Build strong and effective relationships with other groups across the organisation and act as a key point of contact within the Brand & Marketing Unit for social media strategy, support and advice. * Work collaboratively with other groups across the organisation to assist with the design, development, implementation and evaluation of social media initiatives that support organisational objectives and engage the community. * Proactively look inside and outside the organisation to identify social media opportunities and to drive, monitor and analyse behaviour change. * Proactively build and maintain key relationships, both internally and externally, including agency partners. * Work closely with the organisation to ensure all social media marketing activity and content is safe, accurate and clinically sound.   **Project management**   * Participate in cross-functional project teams to effectively deliver social media activity, initiatives and materials for projects, within agreed timeframes, budgets and resourcing. * Use appropriate project management tools and processes to coordinate social media projects, regularly reporting on progress, recognising barriers and finding effective solutions. * Contribute to constructive and productive relationships with third-party sector collaborators to ensure delivery of activities and initiatives that are developed through mental health sector collaboration.   **Teamwork and leadership**   * Collaborate with other teams and units within the Centre of Excellence to leverage the skills and experience available to successfully execute search and social media activities.   **Innovation and creativity**   * Proactively research and evaluate the viability of new social and digital platforms and placements to add to Beyond Blue’s marketing mix. * Take a best-practice approach to social media activity, 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 social media activities, initiatives and content.   **Community focus**   * In collaboration with other teams and units, use human-centred design principles in the design of social media 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** | |  | | 1. **Qualifications and technical skills**  * Tertiary qualification in marketing or other relevant discipline * Experience in a similar marketing role, including managing social media channels for a major brand or organisation.  1. **Strategic marketing**  * Highly developed social media marketing skills, including experience contributing to the development and management of social media campaigns with high engagement levels. * Strong understanding of various social and digital platforms and products across content development, delivery and amplification. * Experience working collaboratively to contribute social media marketing skills and expertise to cross-functional projects * Experience developing and delivering tailored social media marketing strategies and 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 search and social media 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 search and social media 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 | | | |
| **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.​  ​ | |