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| Position title | **Marketing Manager, Services & Supports** | | | | |
| Position reports to | Strategic Marketing Lead | | | | |
| Work level | 1 | 2 | 3 | 4 |  |
| Group and team | Brand & Marketing Unit, Centre of Excellence Group | | | | |
| Location | Onsite at the Hub in Melbourne CBD or Hybrid  [Hiring manager – ensure you refer to the [Hybrid working policy](http://bbconnect.beyondblue.org.au/bbConnectDocs/bbHRDocuments/Hybrid%20Working%20Policy.pdf) and discuss the location requirements for the role with your candidate. Delete this message before publishing.] | | | | |
| Employment type | Fixed Term | | | | |
| Direct reports | 3 | | | | |
| Why choose Beyond Blue  Beyond Blue has been providing supports and services to people in Australia for over 20 years.  We are Australia’s most well-known and visited mental health organisation, focused on supporting people affected by anxiety, depression and suicide. We are inspired by our vision that ‘all people in Australia achieve their best possible mental health’ and are driven by our mission to work with the community to improve mental health and prevent suicide.  We aim to achieve this through three strategic priorities:   1. Promoting mental health and wellbeing 2. Being a trusted source of information, advice and support 3. Working together to prevent suicide   At Beyond Blue the community is at the heart of everything we do.  By joining our team you’ll be involved in meaningful work, collaborating with a cross-section of colleagues, partners, and community right across Australia. We offer our team opportunities to support and learn from one another, build capabilities, celebrate successes along the way, and generous not-for-profit salary packaging options.  Your mental and physical health are important to us – we offer a range of wellbeing initiatives, including an Employee Assistance Program, a comprehensive Flexible working policy, ensuring you have safe and effective ergonomic support no matter where you work, as well as employee-led groups and initiatives.   We strive to live our organisational values of **Collaboration, Respect, Enthusiasm, Excellence, Innovation and Integrity** to help create a happy, safe and productive work environment. | | | | | |
| About the role | | | | | |
| Role description | The Insights and Innovation Centre of Excellence (CoE) has been established to support Beyond Blue in its transformation to becoming a community centric organisation. The CoE will support Beyond Blue’s lines of business achieve their strategy with frameworks and tools to incubate and accelerate best-in-class products and services for the community, through agile and iterative design and its trial, through to launch and scale.  The CoE is the brand custodian, building awareness of, and driving people to, Beyond Blue products and services and changing community and individual mindsets and behaviours regarding mental health in Australia. The CoE includes units across Brand & Marketing, Community Experience, Product and Service Development and Business Intelligence.  The Brand & Marketing unit takes a user-first, insight-driven approach to deliver and optimise engaging content and marketing initiatives that generate behaviour change, increase knowledge and engage the community in action to achieve their best possible mental health.  The Marketing Manager, Services & Supports s is responsible for shaping, managing, and delivering the strategic marketing needs of Beyond Blue’s Services & Supports group. The Marketing Manager will build and maintain strong and effective relationships with the Services & Supports Group to collaboratively design, implement and evaluate effective marketing initiatives. | | | | |
| Key accountabilities | Area of accountability  **Relationship management**   * Build strong and effective relationships with the Services & Supports group and act as the key point of contact within the Brand & Marketing Unit for marketing strategy, support and advice. * Develop and maintain a thorough understanding of the Services & Supports group’s strategic objectives, and the role of marketing in achieving these objectives. * Work closely with the Operations Manager to effectively plan, resource and deliver marketing initiatives, from initiation through to go-to-market implementation and evaluation. * Work collaboratively with the Services & Supports Group to design, develop, implement and evaluate 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.   **Strategic marketing**   * Work collaboratively with the Services & Supports group and other units within the Centre of Excellence to develop an integrated marketing strategy for the Services & Supports group. \* * Work collaboratively with the NewAccess team and contribute to the development of an integrated marketing strategy for NewAccess. * 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 Customer Experience units, actively monitor and evaluate all Services & Supports strategic marketing activity, regularly reporting back to the Services & Supports group with recommendations, improvements and optimisation. * Act as a Beyond Blue brand guardian ensuring all marketing activity supporting the Services & Supports group is aligned to Beyond Blue’s brand, experience and language guidelines and policies   **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 Studio and Marketing Technology teams 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.   **Teamwork and leadership**   * Lead, coach and develop a team of marketing advisors, actively developing their skills through performance reviews, coaching, professional development and performance management. * Collaborate with other teams and units within the Centre of Excellence to leverage the skills and experience available to successfully execute activities. * Assist the Team Coordinator and Head of Brand & Marketing 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 Community Experience unit to fully understand Beyond Blue’s audience and segmentation, and ensure marketing materials is 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 stakeholders | Key stakeholders  Internal   * Brand and Marketing team * Centre of Excellence teams; Business Intelligence, Digital, Content, UX * Services and Supports teams, specifically program area leads and managers * Business partners; finance, people and culture, procurement   External   * Marketing service providers * Advisory group stakeholders * Steering committees for different program areas | | | | |
| What we are looking for | | | | | |
| Capability | Of the eight capabilities listed in our capability framework, the following behaviours are critical for role success (must already be demonstrating at the expected competence to step into the role)  **Communication**   * Uses vocabulary that is appropriate to the audience, is culturally inclusive and aligns language to Beyond Blue values * Begins with the end in mind; analyses the audience and selects content that is fit for purpose * Communicates clearly and concisely, explaining facts, concepts, practices and policies to others within the scope of their role. Demonstrates enthusiasm for content * Engages in active listening and has an awareness of own and others communication styles and adapts accordingly * Is accessible, responsive and builds rapport, actively reaching out to engage or work with others and is conscious of nonverbal communication style   **Community centricity**   * Values community engagement and demonstrates sound knowledge of community centric principles * Demonstrates active listening without judgment and observation of non-verbal cues to establish rapport * Has foundation knowledge of mental health and suicide prevention topics including the risks and protective factors, and the importance of self-care * Uses inclusive language and practices when working with or talking about different communities * Demonstrates empathy and understanding of mental health and & suicide prevention, respects lived and living experience of mental health and uses it to inform work   **Innovative mindset**   * Shows openness and enthusiasm to learn and curiosity to try something new; is not afraid to fail or make mistakes * Asks relevant and thoughtful questions as part of day-to-day work * Generates and shares suggestions for improvement on routine work activities * Reflects regularly to draw out learning for continuous improvement and improve own output and at a team level * Reflects on how new ideas or emerging trends could be embedded into work   **Digital discovery**   * Is committed to competently learning and confidently using technology and digital platforms in daily work to increase efficiency and effectiveness * Uses online collaboration tools to connect, communicate and collaborate with others, and visually manage work with teams and squads * Protects user and community data safely in adherence to Beyond Blue data governance, IT security and privacy policies * Sources research in a relevant and productive way, and evaluates reliability of online information and data sources to inform work * Uses technology creatively and critically to meet community expectations and business needs   **Partnering**   * Actively engages to build rapport with stakeholders * Works proactively and collaboratively within own team, and with other teams to achieve shared goals * Anticipates and ensures accountable, respectful and responsive partnership management * Understands the current operating environment and external market and how this impacts on own area of work * Has functional level of financial acumen and shows awareness of the commercial context within own team/business area   **Agility**   * Remains open and enthusiastic positive to change, sees the learning opportunities * Provides early and frequent value while accepting ambiguity and adapting to changing priorities * Explores alternative approaches, methods, or ideas to test ways of working. * Values and promotes fit-for-purpose progress over perfectionism with the capacity to spring back, learn and rebuild after setbacks * Organises work into logical sequences and delivers the work, often in sprint cadence, using a backlog of work. Engages SMEs where necessary based on objectives   **Critical thinking**   * Leverages data, details and context when problem solving and can synthesise, report on, and use information and research to support thinking * Understands Beyond Blue strategy and how individual work connects to organisational success and takes responsibility for delivering on results * Considers the implications, risks and impacts of own approaches and decisions * Seeks subject matter experts and others' opinions or evidence to help inform decisions, solutions or practices * Documents process as a diagnostic for visibility and clarity   **Leading**   * Understands performance expectation, shows accountability, demonstrates initiative and is receptive to giving and receiving feedback * Lives the values on a daily basis; demonstrates optimism * Understands individual strengths and seeks opportunities to continuously grow and improve * Contributes to a culture where others feel they are respected, included and valued; is inclusive of others, engages in cultural awareness activities and promotes inclusive language * Respectfully addresses colleagues exhibiting undesirable behaviours, and complies with Beyond Blue’s policies and procedures | | | | |
| Selection criteria | Education/qualifications   * Tertiary qualification in marketing or other relevant discipline   Essential  **Technical skills**   * 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**   * 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 * Desirable * Experience in Product Marketing, leading and working with teams to optimise activity along the user journey to reach desired outcomes. * Experience leading and reporting on campaign budgets * Experience leading market research to inform creative concepts | | | | |
| Additional information | | | | | |
| * Fairness and equality | 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.  Equal opportunity  Beyond Blue is an equal opportunity employer. All employees 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 employees are expected to undergo regular cultural competency 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. | | | | |