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| Position | Be You Senior Marketing Manager | | | | | | |
| Reports to | **Be You Brand, Marketing and Content Lead** | | | | | | |
| Work level | **1** | **2** | **3** | **4** | **5** | **6** | **7** |
| Team | **Be You** | | | | | | |
| Group | **Services and Supports** | | | | | | |
| Location | **Onsite at the Hub in Melbourne CBD or Hybrid** | | | | | | |
| Direct reports | **4** | | | | | | |
| 1. Purpose of the position and link to strategy | | | | | | | |
| Be You is the national mental health in education initiative delivered by Beyond Blue, in collaboration with Early Childhood Australia and headspace.  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, an 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 Senior Marketing Manager is responsible for managing and delivering the strategic marketing needs of Be You. The Senior Marketing Manager will build and maintain strong and effective relationships with the Be You Group, Brand and Marketing Group and Be You delivery partners to collaboratively design, implement and evaluate effective marketing initiatives. The Be You Senior Marketing Manager will also oversee Session & Event strategy and delivery. | | | | | | | |
| 1. Key accountabilities of position | | | | | | | |
| Relationship management   * Build strong and effective relationships with Be You and wider Services and Supports teams and act as a key point of contact for marketing, website and events strategy, support, and advice. * Develop and maintain a thorough understanding of the Be You unit’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 Equity and Inclusion Adviser to ensure all marketing activity and content is safe, accurate and clinically sound. * Work closely with the Brand Marketing and Content, Strategy, Engagement and Impact and Digital Teams 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, the Strategy Policy and research group and Brand and Marketing unit.   Strategic Marketing   * Work closely with the Brand Marketing and Content Lead to plan, resource and deliver marketing initiatives, from initiation through to go-to-market implementation and evaluation. * Assist the Be You Brand Marketing and Content Lead with the development and delivery of the integrated marketing strategy for Be You. * Support the Brand Marketing and Content 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 Be You Unit 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 Evaluation and Impact teams, actively monitor and evaluate all Be You strategic marketing activity, regularly reporting back to the Be You group with recommendations, improvements, and optimisation.   Sessions and Events   * Develop, deliver and continuously optimise Session & Event marketing approaches to ensure maximum engagement. * Oversee delivery of annual Be You events and associated marketing activities. * Collaborate with delivery partners and the marketing team members to test new ways to increase engagement, attendance, and effectiveness of events activities. * Collaborate with Brand, Marketing and Content Teams to seek opportunities to leverage presentations, recordings, panel discussions, transcripts, and audience feedback from sessions and events as potential collateral for use on website, in resource development and/or brand and marketing channel activity.   Team operations and leadership   * Lead, coach and develop a team of marketing specialists, 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, Content and 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 Be You teams to fully understand 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.   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 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. | | | | | | | |
| 1. Key outcomes, or desired impact of role, linked to strategy | | | | | | | |
| Area of impact   * Support strategic action area of establishing Be You as the Mental Health and Wellbeing Initiative for learning communities across Australia. * Support strategic action area of empowering learning communities * Support the strategic action area of providing responsive, tailored content, tools and resources. * Support the strategic action area developing purposeful partnerships for the initiative | | | | | | | |
| 1. Core Capabilities | | | | | | | |
| Of the eight capabilities listed in our [capability framework](chrome-extension://efaidnbmnnnibpcajpcglclefindmkaj/http:/bbconnect.beyondblue.org.au/bbConnectDocs/bbHRDocuments/Performance,%20planning%20and%20reflection/BB_Thrive_framework_final.pdf), critical for role success.  Communication   * Communicates and presents confidently and regularly with employees, community members and other stakeholders to gain their commitment; translates specialist knowledge into common language * Uses storytelling to inform others, motivate action and influences stakeholders by connecting rationally and emotionally * Negotiates from an informed and credible position and presents persuasive counter arguments; Isn’t afraid to have the tough conversations * Creates opportunities for others to be heard and bring their point of view, encouraging robust, respectful debate * Clearly articulates the Beyond Blue vision and upholds the brand and establishes own credibility, integrity and personal brand in interactions   Community centricity   * Uses human centred or relevant design experience approaches to create and or support meaningful service improvements or service excellence * Competently advocates for mental health and suicide prevention services and information, empathically putting community at the heart of all we do * Emphasises importance of community and stakeholder relationships over products and solutions with commitment to strengthen and maintain trust and demonstrates integrity * Is aware of unintentional biases or power dynamics and takes steps to reduce bias in interactions and call out undesirable behaviours * Factors in an external perspective to drive internal process design   Innovative mindset   * Proactively seeks out alternative ways to improve the quality, cost effectiveness and overall value add and service excellence for Beyond Blue’s services * Builds a work environment that encourages calculated risks, experimentation, and iteration, working collaboratively to explore new approaches and provide input to problems. * Brings together diverse groups of people to bridge siloes, broaden thinking and start a dialogue * Translates creative ideas into business improvements or practical solutions, facilitating implementation and change * Bounces back quickly from adversity or failed ideas and takes steps to learn from mistakes to make future improvements   Digital discovery   * Establishes digital protocols and works effectively within a hybrid team * Actively embeds digital strategies and promotes the use of technology and digital tools in day-to-day activities to better manage services and processes * Applies appropriate consideration of data governance, legal security and privacy issues, and creates new opportunities for data information sharing * Demonstrates a strong understanding of the importance of cyber security * Ensure fit for purpose cross-functional processes drive technical solutions   Partnering   * Oversees program delivery and ensures partnering activities are informed by Beyond Blue’s vision, values and strategies to achieve high quality outcomes Keeps partners and stakeholders accountable for delivering on contractual requirements through reporting insights and regular forums to communicate * Identifies opportunities and actively looks for synergies across initiatives for cross-functional collaboration and partnership development * Works with partners to contribute to the mental health and suicide prevention knowledge base; manages and deepens the relationship to become a trusted partner and knows how and when to escalate issues * Has strong financial literacy with ability to manage budgets and apply commercial processes to make appropriate judgements * Understands how to successfully navigate the complexity of the organisation and broader sector’s ecosystem and operating environment   Agility   * Applies principles of agile mindsets and tools to projects, tasks and collaborations; coaches others to implement agile mindsets, practices and risk management processes * Creates a clear road map for change to improve community outcomes; anticipates barriers and endures uncertainty without becoming negative * Applies enterprise mindset to work prioritisation and resource allocation; sets realistic timeframes and manages competing projects or changes. Prioritises and aligns projects to business strategy, managing budget, team capacity and resources * Is nimble and innovative in contract management by identify new strategies and tactics for continuous improvement and services excellence * Conducts retrospectives to evaluate change for continuous team improvement   Critical thinking   * Contributes to setting team strategy and converts strategy into an actionable plan. Translates the Beyond Blue vision and strategy to team objectives, activities, and individual goals * Solves problems with an enterprise approach, working across the business to break down work and identify the resources required for the right capability and capacity * Identifies inconsistencies, biases and errors in reasoning when leveraging data-driven insights to make decision * Proactively identifies risks and mitigation paths when developing or contributing to strategy, planning or problem solving * Applies systemic thinking to understand the root cause of a problem before developing new insights and approaches with stakeholders   Leading   * Adopts a growth mindset when working with others * Embraces diversity and demonstrates inclusive leadership; creates a culturally safe atmosphere * Empowers others and is approachable in providing and receiving timely constructive feedback | | | | | | | |
| 1. Specific Job Competencies | | | | | | | |
| Education/qualifications   * Relevant tertiary qualifications   Knowledge/skills/experience  Essential   * Proven leadership skills and ability to build culture and a high performing team. * Demonstrated experience in a similar marketing management role. * Ability to synthesize complex information to develop a clear marketing strategies, supported by evidence and with an appropriate mix of content, marketing and communications channels and activities. * Strong command of social research, and communications techniques, including creative development, concept testing, multimedia production, content marketing and campaign communications. * Strong visual design experience with an eye for detail. * Strong communication skills (written and verbal), change management and negotiation skills with the ability to understand and adapt to different audiences, build productive relationships, and change behaviour and practice. * Ability to oversee multiple projects concurrently, effectively manage interdependencies and ensure quality outcomes, on time and on budget. * Demonstrated experience in agile project management processes, financial management, and resource identification and deployment. * Demonstrated experience in overseeing contracts and procurement processes and effectively managing suppliers and subcontractors. * Ability to be flexible and look beyond existing structures, ways of working, boundaries and organisations, to produce more effective and innovative service delivery and partnerships.   Desirable   * Experience working on mental health promotion initiatives. * Experience with working in education settings. * Experience working with digital collaboration tools. | | | | | | | |
| 1. Values leadership and our culture at Beyond Blue | | | | | | | |
| Beyond Blue Values  We all play a part and take responsibility for our impact on the culture at Beyond Blue, in line with our [Values](http://bbconnect.beyondblue.org.au/Pages/beyondblue-Values.aspx).  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. | | | | | | | |