



General Manager - Marketing

The Prince Charles Hospital Foundation
Chermside Qld 4032
Marketing & Communication * Management
Full Time

About The Common Good

The Common Good is an initiative of The Prince Charles Hospital Foundation.

It's a movement of all of us working together to give precious time to researchers who can give more time to us and those we love to live happier, healthier and longer lives.

Through a unique charity model, we work in partnership with researchers and clinicians to back the people and projects that can lead to outcomes. We self-fund our operating costs through our social enterprise (café and catering) to enable public and corporate donations have the biggest impact on our future health.

Every \$44 funds an hour of research – and every hour is critical.

About The Role

The GM - Marketing role is an integral leadership position within The Prince Charles Hospital Foundation.

The purpose of the role is to manage and deliver the marketing and communications expertise to achieve the annual revenue targets – supporting the brand and its reputation, the acquisition of new funders and customers, and the retention of supporters.

This is achieved by:

- Managing the Marketing, Media, and Communications team members to plan, execute and optimise traditional and digital campaigns
- Supporting the Fundraising and Social Enterprise teams to achieve budgets
- Protecting, promoting and enhancing our brands
- Developing and delivering on an annual marketing/communications program which is endorsed by Fundraising and Social Enterprise
- Developing and implementing a new digital marketing strategy with a focus on website development, funder experience, and SEO/SEM
- Creating and delivering fundraising campaigns
- Managing The Common Good's 'owned' fundraising events
- Supporting initiatives to improve sales in our Social Enterprise
- Driving the digital assets to increase fans and revenue
- Delivering on the Customer Journey program and the Buying Time Platform
- Managing external agencies and resources

The Foundation works in a highly collaborative manner and marketing serves as a critical shared service across all of these activities.

With the assistance of four direct reports and a number of outsourced resources, the GM - Marketing will be responsible for driving a supportive and proactive approach in promoting and protecting the organisation's brand.

This role needs a strong sense of protection for the brand, a consistency of approach and knowing that every communication directly affects our reputation and influences the behaviour of others. This requires the person to be planned, pragmatic and absolutely reliable (do what they say they will do). The ability to always ask "what is the purpose of this activity?" and to be able to measure effectiveness is critical. For everything we do it first starts with "why".

The success of this role will be measured in terms of:

- People - Customer acquisition and retention
- Impact - Brand recognition and response
- Revenue - Budgets

About You

To thrive in this role, you will need to be able to demonstrate the following:

- A minimum of 5 years in a senior marketing role, managing teams of functional marketing specialists
- Experience in digital and traditional marketing with a focus on shaping customer experience
- Demonstrated ability to achieve financial targets and drive revenue growth
- The versatility to jump between high level strategy and rolling up your sleeves to be hands-on and operational - to make things happen!
- An engaging and proactive leadership style that will optimise the talents of direct reports, as well as external agencies/resources
- Experience in charity environments highly advantageous

Benefits & Culture

Culture is important to us. We look for team players who are considerate of their colleagues and their working environment.

We want people who come to work (and leave to go home!) with a smile on their face. At times there's a need to roll up our sleeves to assist with events, you'll be the kind of person who doesn't think twice about pitching in.

We offer an incredibly supportive team, a relaxed working environment, staff development and training opportunities, a competitive salary with the added bonus of salary packaging to significantly increase your take home pay, free parking and discounted coffee!

If this opportunity excites you, we would love to hear from you. Please apply via Seek ASAP.