

WOMEN'S AND GIRLS' EMERGENCY CENTRE

Position Description	
Title	Marketing Manager
Grade	SCHADS 6
Status	Full-time permanent
Reports to	Director of Fundraising and Communities
Direct reports	Communications Officer
Location	36-38 George Street, Redfern, NSW 2016
Date Approved	19 September 2022

Organisational Context

The Women's and Girls' Emergency Centre (WAGEC) is a non-government, not-for profit charitable organisation that delivers a range of crisis and early intervention accommodation and support services to women, children, young people, and families who are experiencing, or at risk of homelessness and/or domestic and family violence.

For over 40 years we have been doing this work across the lands of the Gadigal and Wangal people of the Eora Nation (Sydney's inner city and inner west regions), and working in partnership with community, business and government stakeholders.

Our Vision

A safe future for women and families.

Our Mission

WAGEC is a not for profit, charity based in inner city Sydney, New South Wales.

We create safe spaces for women and families impacted by the effects of homelessness, domestic and family violence and systemic disadvantage.

We create enduring change in times of crisis through access to safety, housing and material support.

We work with our communities to advocate social change.

We are trauma-informed and culturally appropriate in our practice.

Our Values

Our values underpin our guiding principles and the way we work. We are:

- Flexible and focused on our clients
- Creative and professional in all our work
- Always respectful and inclusive
- We act with integrity
- We are proactive
- We are compassionate
- We are feminist in our approach

Our approach allows us to think holistically as we work with clients and look beyond the immediate state to future possibilities and collaborations. We believe that a strong work ethic and values are crucial to achieving our vision.

Position Purpose: Marketing Manager

The Marketing Manager is responsible for overseeing and implementing WAGEC's marketing, brand and communications to increase awareness of WAGEC, amplify our voice and grow and engage our community of values-aligned supporters.

Working within the Fundraising & Communities Team, you will be responsible for building on the existing strengths of WAGEC's brand identity to lead the next stage in development of our marketing, communications and storytelling.

You will also work closely with the Communications Officer and wider WAGEC team to help capture stories in an authentic, sensitive, and respectful way with consideration of the diverse cultural perspectives, lived experience and values of our community.

The core responsibilities of this role are:

1. **Strategic Marketing & Communications:** develop and implement WAGEC's Marketing & Communications Strategy to support our organisational and Fundraising & Communities strategic objectives (40%)
2. **Brand:** building on existing strengths and brand guidelines, develop, integrate and champion WAGEC's brand across the organisation and community. (20%)
3. **Campaigns:** manage WAGEC's campaigns including fundraising, awareness and advocacy. (30%)
4. **Work Culture:** actively contribute to WAGEC's organisational culture. (10%)

Core Position Responsibilities

1. **Strategic Marketing & Communications: develop and implement WAGEC's Marketing Strategy to support organisational and Fundraising & Communities strategic objectives.**
 - Develop and implement WAGEC's Marketing & Communications Plan.
 - Manage and support WAGEC's Communications Officer.
 - Monitor and report on key data, analytics and digital insights and draw on these to inform marketing plans, campaigns and digital advertising.
 - Collaborate with staff and teams across WAGEC to support their communication and project outcomes.
 - Supervise volunteers to assist with WAGEC's marketing and communications activities.
 - Develop and integrate supporting policies, procedures and frameworks into WAGEC's workflow.
 - Prepare and manage budgets for marketing and communications activities.
 - Oversee WAGEC's shop and merchandise activities.
 - Monitor and promote key calendar events throughout the year both to WAGEC's internal and external community
 - Work with wider WAGEC staff to identify and create informational collateral.

Performance measures:

- % KPIs in Marketing and Communications Plan achieved
- \$ WAGEC shop sales

2. Brand: building on existing strengths and brand guidelines, develop, integrate and champion WAGEC's brand.

- Oversee the development of WAGEC's tone of voice.
- Continue to develop and evolve the WAGEC brand to reflect the organisation's growth and changing environment
- Manage the development of creative projects and collateral in line with WAGEC's brand guidelines, including supervising the work of volunteers, interns, subcontractors and freelancers
- Create new and nurture existing relationships and pathways with community artists, illustrators, copywriters, graphic designers, and creative agencies.
- Plan the creation of merchandise to be sold on WAGEC's online shop.
- Communicate and manage WAGEC's brand identity with staff across WAGEC's services.
- Empower WAGEC staff to make use of user-friendly branded templates and guides.
- Work collaboratively with WAGEC's CEO and Director of Fundraising & Communities to increase awareness of WAGEC in the community.

Performance measures:

- Feedback from supporters and staff members

3. Campaigns: manage WAGEC's campaigns including fundraising, awareness and advocacy (30%)

- Lead planning and concept development for campaigns with key stakeholders.
- Develop and implement comprehensive campaign plans in consultation with the Director of Fundraising and Communities, CEO and other key team members.
- Collaborate with volunteers, interns, subcontractors and freelancers to roll out campaign materials
- Project manage campaign activities to ensure key milestones are met.
- Evaluate the effectiveness of campaigns and community initiatives and collect data to measure impact.

Performance measures:

- % campaign objectives achieved

4. Work Culture: Actively contribute to WAGEC's organisational culture.

- Role model WAGEC's values to promote a positive work culture.
- Carry out this role in a manner consistent with WAGEC's vision, values and mission.
- Contribute to WAGEC's overall social impact by delivering on role expectations, from time to time performing other duties as requested by the Director of Fundraising and Communities and being a proactive team member.

Performance measures:

- Can provide examples of personal contribution to maintaining a safe, ethical, and effective culture.

CORE CAPABILITIES: Marketing Manager

1. Community and inter-agency relations

- a. Researches community's needs and concerns and provides community development/ education
- b. Participates effectively in networks and community meetings to advance organisational objectives
- c. Works collaboratively with other organisations in formal and informal partnerships to achieve client/ member outcomes
- d. Maintains detailed understanding of current community issues and knowledge of relevant organisations
- e. Demonstrates commitment to social justice and social inclusion

2. Professionalism

- a. Manages time and uses tools effectively to assist with planning and organising
- b. Observes professional boundaries and standards and assists others with ethical dilemmas
- c. Takes responsibility for work outcomes and assists others to understand role and responsibilities
- d. Assists with resolution of clients'/members' and colleagues' problems
- e. Demonstrates initiative and enterprise and supports others to work more effectively

3. Communication

- a. Advocates for clients/members to advance their interests
- b. Writes accurate, clear and informative reports and communications that meet the needs of their intended audience
- c. Articulates clear and respectful messages and information to clients/members and colleagues
- d. Uses relevant facts to express clear and logical arguments and opinions in meetings and other forums
- e. Demonstrates appropriate interpersonal skills, active listening, empathy, social awareness and emotional intelligence in verbal communications

4. Leadership & teamwork

- a. Generates ideas for innovation and enhanced working practices to achieve organisational mission
- b. Contributes to team plans and relates teamwork to strategic objectives
- c. Offers constructive feedback and provides balanced and informed perspectives at team meetings
- d. Recognises differences of opinion and works toward the resolution of team conflict
- e. Builds team spirit and supports team members' development

5. Resources, assets, and sustainability

- a. Undertakes public relations and fundraising activities
- b. Assists with budget reviews and works to established budgets
- c. Researches market and attains value for money when making purchases or contracting work
- d. Researches and recommends purchase of equipment and aids to provide efficient and effective service delivery
- e. Aims for sustainability in purchasing decisions

6. Service delivery (client)

- a. Is mindful of organisational practice models, procedures, relevant legislation, and boundaries when working with clients
- b. Maintains awareness of how this role can support client needs
- c. Respects client confidentiality

7. Program management and policy development

- a. Participates in the review and development of policy and utilises policies and procedures to guide work practices
- b. Contributes to program objectives, develops and implements simple project plans
- c. Ensures clarity of understanding of required work, fulfils program and project responsibilities, and achieves performance targets
- d. Maintains awareness of contracts relating to own position and ensures that work fulfils contractual obligations
- e. Utilises feedback from complaints to improve programs and reviews own performance

8. Change and responsiveness

- a. Supports change management and assists others to adapt and adjust to change
- b. Works collaboratively with people from different disciplines and shares skills and knowledge
- c. Generates and shares ideas and encourages others to reflect on activities and develop ideas for innovation and improvement
- d. Supports the use of new technology and develops skills to master new technologies
- e. Maintains awareness of own skills and skill needs, actively works to address skills gaps and assists others to identify training needs

9. Governance & compliance

- a. Contributes to teamwork plans and ensures that own work outcomes are achieved
- b. Contributes to enhancement of quality practices and ensures that own work meets quality requirements
- c. Contributes to identification and control of risks and hazards and takes advantages of emerging opportunities
- d. Contributes to identification of WHS risks and hazards, and ensures safety in own work context
- e. Is aware of relevant legislation and licensing requirements and ensures compliance in work practices

PERSONAL ATTRIBUTES

Hopeful	you are inspired by WAGEC's vision and believe you can contribute to it.
Intersectional feminist lens	you apply an intersectional feminist analysis to understand how systems of power, privilege, and oppression impact you and WAGEC's work.
Emotional intelligence	you use your self-awareness and social awareness to create mutually beneficial relationships and safe ways of working
Client outcome focused	you prioritise achieving the best possible outcomes with clients through your Fundraising and Communities work
Focused	you set clear goals and pathways to achieve them and share them transparently
Perseverance	you use creativity and flexibility to achieve outcomes despite obstacles and competing priorities
Leadership	you seek to be a positive influence on others
Collaboration	you seek to create relationships of trust and mutual benefit
Ethical	you take thoughtful action, take responsibility for your impact, and encourage this in others.

Required Competencies, Experience and Qualifications

Behavioural	Technical	Experience
<ul style="list-style-type: none"> • Strong strategic thinking • Creative thinking • Strong communication with diverse stakeholder groups in written and verbal forms • Ability to form and cultivate key stakeholder relationships with individuals, businesses and agencies • Awareness of political and social news and issues • Self-motivation • Goal orientation • Flexible and adaptive • Attention to detail and accuracy • Develop and maintain mutually beneficial relationships • Ability to prioritise competing tasks and time management • Able to maintain confidential and sensitive information professionally • Sensitivity to the experiences of women and children affected by homelessness and domestic and family violence. 	<ul style="list-style-type: none"> • Creativity and writing skills that facilitate telling stories in an engaging way that is true to WAGEC's tone of voice • Intermediate understanding of digital and social media channels • Intermediate computer skills in particular Word, PowerPoint, Excel, Outlook, SharePoint. • Intermediate understanding of google ads and analytics • Basic understanding of general workplace processes in charitable /welfare organisations <ul style="list-style-type: none"> ◦ workplace health and safety policy and procedures • Basic understanding of Adobe programs • Intermediate understanding of Canva • Working with Children Check clearance • Criminal record check clearance 	<ul style="list-style-type: none"> • 5 years' experience in marketing, communications or similar role • Degree or certificate in business, marketing or communications • Experience in a community work setting preferred
		<p style="text-align: center;">Physical</p> <ul style="list-style-type: none"> • May be required to lift moderately heavy items occasionally.

Employee Signature: _____ Date: _____

Manager's Signature: _____ Date: _____

How to apply for this role

- 1) Read the position description available and check out our range of work at www.wagec.org.au
- 2) If you have any questions, please call/email us before making an application
- 3) Send us your application which should contain:
 - Your 2-3-page CV, and
 - A 2-page cover letter telling us why you think you are the best person to fill this role and what characteristics you will bring to the WAGEC team.
 - Relevant samples of your marketing and campaign work.
- 4) Applications should be emailed to recruitment@wagec.org.au
- 5) We will be reviewing applications and interviewing on a rolling basis until the position is filled.

For further information:

Meredith Turnbull, WAGEC Recruitment Consultant

Phone: 0437 880 010

Email: recruitment@wagec.org.au