

HEAD OF MARKETING

Save the Children impacts the lives of children in Australia, the Pacific and beyond every day. But we can't do it alone; the engagement of our donors, supporters, funders and advocates is critical to our success. Our Head of Marketing leads the charge in reaching these audiences and delivering innovative marketing solutions for our organisation. Take insights, creativity and a growth mindset and turn them in to strategies that will deliver critical fundraising income, increase our reach, engage our audiences, and grow our brand.

Save the Children is no ordinary not-for-profit.

We're ambitious, creative and outspoken. We stand up for children's rights. We want all children to be educated, healthy and live a life free from violence. We run programs in Australia and overseas and, if there's a disaster - like an earthquake, drought or conflict - we are there on the ground.

Where you come in:

In this full-time, permanent position, based in Carlton (or another location that works for you*) you will lead a team of strategy, digital and creative specialists to deliver marketing services across our organisation. As a key member of our Senior Management Team, you will effectively manage stakeholder relations to ensure consistency of branding and optimum outcomes for your client groups. Reporting to our Director Supporter Engagement, this is a unique opportunity to make an important and meaningful contribution to our impact for children at home and overseas.

You will make an impact by:

- Developing marketing strategies, campaigns and programs with a particular focus on Fundraising and other revenue generating channels,
- Managing the delivery of design, creative and copywriting services to the organisation for the purpose of external marketing, and
- Driving the performance of shared organisational assets (including the Save the Children website and social media channels)
- Promoting our brand via owned and earned channels to deliver a compelling and differentiated proposition.

Does this sound like you?

You're an experienced and talented Marketing professional, able to leverage superior analytical and intuitive skills to identify opportunities for growth and uniquely position our organisation. You're recognised for your insight, innovation, and leadership, as well as your ability to articulate a clear and compelling direction to engage, influence and inspire your stakeholders and team.

This role requires:

- A skilled marketing professional who can effectively lead the delivery of strategy, creative and digital marketing services for the Save the Children group,
- A passionate leader who inspires high performance of all marketing activity, including campaigns featuring paid and organic media, the Save the Children website and social media channels,
- A keen stakeholder manager, who can develop excellent working relationships with key business leaders, including members of the Executive team and Senior Management Team, and

- A savvy business manager, who effectively manages the marketing budget to agreed targets, driving efficiencies through cost management and efficient resourcing.

Working at Save the Children is more than just a job.

It's the feeling of knowing that your work is contributing to making the world a better place for children and working with others who feel the same. In addition to a connection to social causes, you will have access to:

- Internal employment and development opportunities
- Agile work environment including working from home
- Pet friendly work environment
- Child friendly work environment
- Support for workplace wellness, including access to our Employee Assistance Program (EAP)
- Full salary packaging benefits (please use this [link](#) to see how much this benefit could mean to you!)
- Extra leave and flexible leave policies.

For more information regarding our employee benefits, please follow this [link](#).

Sound interesting?

We'd love to hear from you. Submit your cover letter and resume via our website here: [Save the Children Australia Careers \(silkroad.com\)](#)

Applications close **4PM ADST 6th February 2024**, but may close sooner if we find our superstar earlier!

Position Description – [Head of Marketing](#)

For more information about this position, please contact human.resources@savethechildren.org.au, attention Sarah Counsell, Talent Acquisition Lead.

**We understand flexibility is important to you. We've advertised this role as Permanent Full-time role based in Carlton, but if you're looking for something slightly different, please let us know. We offer flexible hours, remote working, and flexible job structure, among many other employee benefits. All are available for the right candidate!*

Save the Children is committed to providing and maintaining a safe working environment for its employees and client groups, consistent with our obligations under OH&S legislation. Successful applicants are required to provide evidence of vaccination against COVID-19, or proof of medical exemption.

We have tested our application process with diverse groups in mind, with the intent to ensure it's straightforward and accessible for all to apply. Diversity and inclusion are fundamental to our culture and improve our ability to reach our most vulnerable client groups. But we also know there is no one-size fits-all when it comes to recruitment - so if we didn't quite hit the mark for you, please let us know! We're dedicated to ensuring Save the Children Australia is a workplace suitable for all people and can modify our processes to suit you – no matter your race, ethnicity, gender, age, disability, sexuality, neurodiversity, culture and beliefs.

Save the Children Australia is a child-safe organisation. All employees are required to undergo a National Police Check, a Working with Children Check, and sign our Child Safeguarding Policy and Code of Conduct. We also support the Inter-Agency Misconduct Disclosure Scheme. You can read about the Scheme and our commitment to Safeguarding [here](#).