

Head of Marketing

Position Description

Reporting to:	Executive Director, Supporter Engagement	Work location:	Carlton
Department:	Supporter Engagement	Budget holder:	Yes
Team:	Marketing	Direct reports:	4-5

Role Purpose

The Head of Marketing leads a team of strategy, digital and creative specialists to deliver comprehensive and high performing marketing services to the Save the Children Australia Group.

These services include:

- Developing marketing strategies for the organisation as a whole and for individual business units, campaigns and programs, with a particular focus on Fundraising and other revenue generating activity.
- Providing design, creative and copywriting services to the organisation for the purpose of external marketing.
- Managing and governing shared organisational assets (including the Save the Children brand assets, website and social media channels) and paid media, ensuring high performance and adherence with best practice.

The Head of Marketing oversees and contributes to the delivery of the above, fostering a high performing and client-centric culture and driving marketing excellence.

Key Areas of Accountability

Role requirements

Marketing services management

- Lead the delivery of strategy, creative and digital marketing services for the Save the Children group, overseeing and approving content and activities created by the team on behalf of both the brand and all clients.
- Ensure the high performance of all marketing activity, including campaigns featuring paid and organic media, the Save the Children website and social media channels.
- Ensure resource allocation across the Marketing team is in line with centrally agreed prioritisation, that team workloads are appropriately managed, and the process of resource prioritisation and allocation is clear and transparent to all stakeholders and clients.
- Embed a client-centric approach to service delivery among the Marketing team, modelling effective stakeholder and client engagement/communication.
- Define and achieve agreed client satisfaction targets each year.
- Support the delivery of core projects aligned to the Group strategy that include dependencies on shared organisational assets eg. the SCA website.
- Manage the marketing budget to agreed targets, driving efficiencies through cost management and efficient resourcing.

Strategy

- Develop marketing strategies for and with a portfolio of internal clients, working with these clients to understand their objectives, identify key insights, and articulate clear and effective strategic responses aligned to their business goals.

- Develop and lead execution of the marketing and comms strategy for the Save the Children Australia Group, working closely with relevant colleagues and maximising the use of owned and earned channels to build brand equity.

Leadership and team management

- Develop excellent working relationships with key stakeholders in the business, including members of the Executive team and Senior Management Team.
- Lead, coach and develop the Marketing team, driving a high-performing culture committed to excellent standards of customer service.
- Build strong working relationships with international Save the Children members, contributing to global working groups, the development of strong global strategies and sharing best practices.
- Drive a supporter-centric culture, bringing the latest sector trends and insights into the team, clients and the wider organisation.
- Instil a culture of coaching and support across the Marketing team and the SCA Group, championing marketing excellence and innovation and designed to increase marketing maturity organisation-wide.

Health, Safety, Security and Risk Management

- Be a role model for safety and security, including complying with all safety instructions and training given at the workplace.
- Act in a safe manner at all times, including complying with all safety instructions and training given at the workplace.
- Participate in, and contribute to, health and safety awareness and improvements.
- Report all incidents, injuries and potential hazards in a timely manner.
- Be aware of, and consider, the risks associated with your team's everyday work and ensure appropriate mitigation measures are applied.
- Ensure staff have completed all required training and have up-to-date background and working with children checks.
- Lead and promote a culture of strong governance promoting employee health, safety and security and operational risk management.

Child protection and safeguarding requirements

- Maintain a child safe environment at the workplace and safeguard children's rights, acting in the best interests of children at all times.
- Comply with the Child Safeguarding Code of Conduct and child safeguarding and protection policies and standards (click [here](#) to view further details)
- Demonstrate the highest standards of behaviour towards children in both your private and professional life.
- Never abuse the position of trust that comes with being a part of the Save the Children family.
- Maintain a safe and positive relationship at all times when working with children and young people.
- Respond to any concerns for the safety or wellbeing of a child in a program in accordance with internal reporting processes.
- Ensure staff have completed background checks and are trained in child safeguarding in line with organisational and program requirements.

Person Specification

Essential knowledge or experience

- Significant experience in a senior capacity leading a marketing services function with deep digital, content and brand experience
- Excellent stakeholder management/engagement and influencer skills with proven ability to align and engage individuals cross-functionally

- Exceptional customer-centric focus with a relentless desire to improve customer experience
- Thirst for marketing and digital best practices within and outside the sector
- Extensive experience in marketing strategy and communications gained in a service or charity-based organisation with financial and operational accountability
- Strong understanding of digital channels, trends and tools with proven ability to deliver multi-channel initiatives
- Proven success delivering fundraising or revenue generating activities
- Strong understanding of brand and asset management
- High level of attention to detail and unwavering commitment to quality

Desirable knowledge or experience

- Experience of working in agile project delivery
- Exposure to CRM and marketing automation implementations

Driver's Licence: Not required
Working with Children Check: Required

Travel: Minimal
Assets: Laptop