



**SIGHT
FOR ALL**
TEACHING
THE WORLD
TO SEE

MARKETING MANAGER

JOB & PERSON SPECIFICATION

MARCH 2019

JOB AND PERSON SPECIFICATION

POSITION	Marketing Manager
REPORTS TO	Executive Officer
EMPLOYMENT BASIS	Part Time (22.5 hours/week)



OVERVIEW OF THE ROLE

The Marketing Manager is responsible for the following key activities:

- Driving and delivering the annual marketing and communications plan
- Vision 1000 Program growth
- Development of corporate partnerships
- Delivering the Appeals Program
- Promotion of the Sight For All brand

Reporting to the Executive Officer, the Marketing Manager will work in conjunction with specific Board Directors, the Marketing Committee, external agencies and volunteers.

KEY ACCOUNTABILITIES

1) Driving & delivering the annual marketing and communications plan

- Successfully achieve the set KPI's of the annual marketing & communications plan
- Plan and execute high impact marketing programs across Australia, which include major fundraising initiatives and corporate partnerships
- Champion customer journeys for all stakeholder groups
 - Donor engagement following events
 - Thanking donors and sponsors
- Assist the Events Team in developing sponsorship opportunities and tailored marketing materials
- Coordination of marketing committee meetings x 6/year, including acting as committee secretary

KPI's

- Marketing & Communications Plan KPI's achieved
- High impact marketing programs implemented – two by June 2020
- Customer journey followed for all stakeholders
- Activities undertaken within assigned budgets
- 6 x marketing committee meetings held per calendar year

2) Vision 1000 Program Growth

- Growth of Vision 1000 Membership by a minimal additional \$150,000 by June 2020.
- Maintenance of existing Vision 1000 Membership
- Vision 1000 Members communicated with in line with the agreed customer journey
- Expanding communications with existing Members
- Regular retention communications including thank you/retention event held annually

KPI's

- Vision 1000 Growth by a minimum of \$150,000 by June 2020
- Existing Vision 1000 membership numbers maintained
- Vision 1000 members communicated with via agreed customer journey
- Communications with existing Members expanded
- Retention communications undertaken
- Retention event held at least annually

3) Development of Corporate Partnerships

- Development of long term relationships with corporates and family trusts
- Liaison with Chairman, Marketing Director and other key Board Directors to increase corporate sponsorship income by \$100,000 by June 2020.
- Corporate partners and donors communicated in line with the agreed customer journey
- Implement workplace giving opportunities

KPI's

- Corporate sponsorship increased by \$100,000 by June 2020
- Corporates and donors communicated with via agreed customer journey
- Workplace giving opportunities implemented - two by June 2020

4) Delivering the Appeals Program

- Develop two multi-channel appeals, Christmas and Tax
- Appeals coordinated within budget approved by the Board of Directors
- Success of each appeal carefully monitored and reported to the Executive Officer & Board of Directors
- Appeals to develop strategies for the acquisition of new donors
- Donors communicated with in line with the agreed customer journey

KPI's

- Christmas and Tax Appeals implemented each calendar year, raising a minimum \$20,000 NET per Appeal
- Appeals coordinated within approved budget
- Appeals monitored and reported to the Executive Officer and Board of Directors
- New donors acquired
- Donors communicated with via agreed customer journey

5) Promotion of Sight For All Brand

- Team with campaign delivery, brand, marketing and design colleagues to develop, deploy and evaluate social media campaigns including LinkedIn, Instagram, YouTube and Facebook.
- Seek opportunities to participate in conferences and expos including Diabetes SA, RANZCO, Optometry SA.

- Liaison with PR agencies including Red Agency and Michels Warren
- Ensure consistent messaging to all stakeholders with a high attention to details of correct tone, spelling and grammar of our written communications

KPI's

- Social media campaigns designed, implemented and their effectiveness reported
- Conference and expo opportunities sought and attended
- PR Liaison undertaken
- Messaging at a consistently high level

PERSONAL ATTRIBUTES

Skills and Experience

- Degree qualifications in marketing or a related discipline
- Demonstrated experience in a marketing role
- Experience in achieving and exceeding fundraising targets
- High level competency in writing offline and digital client communications including social media content
- Well-developed verbal personal communication skills
- Exceptional stakeholder management skills and proven ability to communicate with all levels of the organisation
- Strong project management skills and experience
- Demonstrated experience negotiating with external suppliers and third parties
- A passion for working in the not-for-profit sector
- Positive team ethos and contribute positively to the organisation's workplace culture
- Strong commitment to the organisation's values and shared passion
- Ability to work operationally and strategically
- Outstanding communication (verbal and written) and interpersonal skills
- High attention to detail
- Customer service orientated
- Comfortable working in a fast pace environment

Knowledge

- Understanding of and commitment to the organisation's vision, mission and values
- Understanding of issues facing low-middle income countries
- Understanding of international development and potential barriers to fundraising
- Understanding of and commitment to Sight For All's Code of Conduct
- Understanding of and commitment to ACFID Code of Conduct.



HOW TO APPLY

Applications should be addressed to Lucy Dinnison-Mitchell and Christian Gaszner. Please visit henderconsulting.com.au to apply.

For a confidential discussion, please call (08) 8100 8849.

Please Note

Your application will be automatically acknowledged by a return email.