

Position Description

The Role

Title: Marketing and Communications Manager

Purpose Statement: The Marketing and Communications Manager is responsible for increasing engagement with and awareness of SANE's services and brand among key target audiences and across the community broadly. Drawing on highly developed marketing, social media and communications skills, this role creates data-driven copy, campaigns and content to strategically and creatively drive visitation to SANE's digital services and to increase SANE's brand profile and positioning.

Team: Communications and Engagement

Reports to: Head of Marketing and Communications

Staff Reporting to: Communications and Content Coordinator

Location: Melbourne

Employment Status: Full time 12-month contract

Key Functions

Marketing

- Create and implement a marketing strategy to increase engagement with SANE's support services, with a focus on digital (increasing web, blog and online Forums visitation) and on tactical campaigns in targeted regions throughout Australia
- Lead on marketing awareness day promotions, fundraising campaigns and other research and advocacy programs
- Analyse monthly data reports to identify and refine content opportunities
- Manage SANE's digital agency ensuring campaigns are effective and meeting KPIs
- Report on and track campaign impact.

Social Media and Digital

- Manage SANE's social media channels, including creating, curating, publishing and monitoring social media content and activities to maximise community engagement, to grow SANE's followers and to generate web traffic
- Develop a social media strategy
- Keep abreast of internal news in order to identify content opportunities
- Track and report monthly on impact analytics
- Support the leadership team in delivering a web redevelopment project.

Brand and Design

- Support the leadership team in delivering a corporate brand strategy
- Oversee the role out of SANE's visual identity once the brand strategy is completed, taking the lead as brand and design ambassador by supporting staff with advice and guidance on branding execution, and ensuring brand integrity across all assets and design
- Design basic online, digital and print collateral, campaign materials and assets (such as social media tiles, flyers, etc.).

Content and Communications

- Write, design and disseminate SANE's e-news and eDMs to promote support services and programs, and other communications and campaign needs
- Copywriting for various platforms, including writing and managing the Annual Report, and creating copy and key messaging for SANE's website and blog, including corporate copy and key messaging, and developing factual and editorial style pieces
- Support the leadership team in creating a communications strategy and a content strategy, and create new content and communications to deliver on these.

The Marketing and Communications Manager will need to develop strong internal and external relationships with:

- **Lived Experience Manager** – Creating campaigns and content to spotlight Peer Ambassadors' Lived Experience stories and perspectives
- **Peer support and Forums teams** – Creating campaigns and content which is topical, relevant and drives new audiences and reach
- **External suppliers** – Such as designers and digital agencies to meet program KPIs
- **Web consultants** – To gain content and data insights
- **Content and Communications Coordinator** – Ensuring social media promotions align with and maximise web content
- **SANE staff** – Work with teams across the organisation to identify news and promotional opportunities to leverage for blog and content opportunities.

Essential Requirements

Qualification and Experience:

- A tertiary qualification in marketing or communications, with at least two years' experience in a managerial role.

Essential Skills and Expertise:

- A strong track record of applying technical skills and creativity to deliver digital and integrated marketing campaigns to achieve targets
- Highly developed social media expertise with a strong track record of growing reach and engagement
- Highly developed skills in managing CMS and CRM, including publishing web updates and creating e-newsletters and other eDMs (preferably using Campaign Monitor or a similar platform)
- Outstanding communication and copywriting skills, with demonstrated ability to proactively identify stories, and write and publish clear and concise copy for various platforms and audiences
- Experience managing suppliers and agencies to develop marketing materials (e.g. digital agency, printers, videographers)
- Highly developed interpersonal skills with a proven record of building relationships with a diverse range of stakeholders linked with business goals and growth.

Desirable:

- A background in a for-purpose environment
- Proficiency with Google Analytics, AdWords and SEO, utilising data to drive content creation
- Basic graphic design skills for creating collateral and digital assets which are on brand, with proficiency in using Adobe Creative Suite
- Video editing skills.