

# Position Description



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<b>Position:</b>	<b>Marketing and Brand Manager</b>
<b>Reports To:</b>	Director of Fundraising, Marketing & Enterprise
<b>Employment Type:</b>	Full-time, ongoing
<b>Award Pay Level:</b>	Level 6 under the Social, Community, Home Care and Disability Services Industry Award 2010 (negotiable)
<b>Location:</b>	Based at 214 Nicholson Street, Footscray.  (some travel to other sites in Victoria required; the ASRC offers Flexible Working Arrangements, including the ability to work remotely)

## Organisational Context

The Asylum Seeker Resource Centre (ASRC) is the largest aid, employment, health and advocacy organisation for people seeking asylum in Australia. The ASRC provides a range of direct services as well as participating in law reform, campaigning and lobbying.

## Our Values

The human rights of people seeking asylum and refugees are at the foundation of all we do and the workforce makes it happen, doing the work to bring the vision and purpose to life.

Our organisational values are:

- Welcoming
- Authentic
- Courageous
- Collaborative

## Program Information

The Marketing Program is responsible for driving brand and product awareness, as well as audience reach and engagement across the ASRC network of programs, campaigns and events. Through the implementation of strategic marketing, advertising and public relations campaigns the role is responsible for increasing our general supporter base and engaging them to get further involved in supporting the ASRC. Specifically, the marketing function delivers a shared business service to ASRC programs and the ASRC social enterprises designed to help recruit new donors and advocates in order to meet fundraising targets, drive social enterprise sales and build a movement for social change.

In doing so, they manage a team responsible for campaign execution across mainstream marketing channels as well as ASRC digital assets such as web, social media, advertising and content production. In addition to supporting advocacy and fundraising, the marketing program also manages content marketing, email marketing, media and provides general marketing support to all other areas of the ASRC.

## General Responsibilities

The ASRC's Marketing and Brand Manager focuses on optimising the operation and workflow of the Marketing & Brand team, including the in-house marketing services support model. This role is responsible for the overall performance and deliverables of the Marketing & Brand program while working closely with the Fundraising Teams.

This role is accountable for the ASRC brand, its guidelines and ensuring its consistent application across the organisation's sub-brands, programs, projects and collateral. A key function of this position is ensuring there is up to date monitoring and reporting on key performance metrics to inform future marketing activity.

The Marketing and Brand Manager plays an integral role in identifying and developing key business, media relationships and ambassador partnerships for the ASRC to leverage our brand awareness and drive market penetration.

## Specific Duties

The Marketing and Brand Manager will be responsible for undertaking the following duties:

### Marketing & Communications

- Lead the development, delivery and communication of insights from the Supporter Survey (every two years) in conjunction with the Director of Department.
- Develop and implement the Ambassador & Key Opinion Maker strategy to maximise reach and impact, managing key relationships
- Oversee the ASRC's communication channels including website, email and social media, including the supporter journey across scheduling, messaging and brand.
- Oversee the design, production and distribution of the ASRC's visual and digital communication assets.

### Strategic Planning & Branding

- Devise, implement and report on a comprehensive marketing and communications strategy in response to the ASRC's strategic plan that will enhance the ASRC's profile and brand position in the wider community
- Lead and develop the strategy, planning and implementation of integrated ASRC fundraising & marketing campaigns, including developing and executing creative concepts and multi-channel marketing plans (in conjunction with other senior leaders)
- Develop a communications and content strategy to help deliver on business priorities with particular emphasis on revenue generation, brand proposition and reputation, and lived experience story-telling
- Oversee the implementation of digital acquisition strategies and campaigns to increase financial and non-financial support for the ASRC.
- Develop key creative concepts, messaging, and marketing strategies for fundraising appeals, commercial activities and large-scale brand events
- Project manage the development and delivery of the ASRC's Annual Report.

### Leadership

- Role model leadership across the organisation and make contributions to improvements at the ASRC as a member of the extended leadership group (ELG)
- Provide coaching and support to the direct reports within the Marketing & Brand Program and Fundraising Team in order to develop professional skills

### Selection Criteria

#### Essential:

- Tertiary qualifications in Marketing or equivalent experience in a marketing and brand manager role
- Strong leadership and experience in optimising the operations and workflow of high-performing teams
- Outstanding communication skills, with an emphasis on copywriting, with the ability to engage internal and external stakeholders
- Demonstrated ability in concept creation and execution of marketing and brand campaigns that deliver financial and non-financial results
- Experience in supporter/client journey mapping and implementation
- Developed skills in campaign measurement and tracking, with experience in optimisation informed by data analysis and modelling
- Expert knowledge of marketing automation software, content management systems as well as social media platforms and tools
- Strong cross-cultural communication skills

#### Desirable:

- Lived experience of seeking asylum or refugee status