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| Position Title: | Manager, Marketing and Communications | Position Number: 5044 | Department: Marketing and Communications |
| Reports to: | Executive Manager – Strategy & Marketing | No. Direct Reports: 3 | FTE: 1.0 38 hours per week |
| <p>annecto – the people network is a community inclusion not – for profit/social purpose organisation and registered charity incorporated as an association in Victoria and listed with ASIC as a registered Australian body to operate nationally. annecto’s purpose is to connect individuals and communities to realise an inclusive society and the organisation’s principles are humanity, interdependence, authenticity and emergence. annecto does this through planning and service delivery, through facilitating and strengthening informal supports social and employment networks and community building, and through participation in sector related policy development and review. annecto aspires to a diverse culture – a celebration of what makes each person unique – and to social inclusion underpinned by human rights.</p> <p>These are exciting times for annecto Inc., and Merrimu Services Incorporated which merged in late January 2019 and will be supporting clients with disabilities across a range of sites across the Inner West out to Bacchus Marsh/Melton and across to Ballarat.</p> <p>annecto – the people network has grown from small beginnings in the Western suburbs of Melbourne and currently works across most of metropolitan Melbourne, in the Loddon Mallee and Grampians regions of Victoria, in the Western suburbs of Sydney and throughout the Far West of New South Wales and now with the addition of Merrimu Services we will be consolidating our services across the Western corridor of Melbourne.</p> <p>annecto’s strategic directions include growth in scale, influence and outcomes alongside sustainability</p> <p>annecto operates in a ‘stakeholder’ environment with connections to various stakeholder groups. Such stakeholder target groups include people seeking formal or informal support, or who are in the process of determining their future support needs. Other stakeholders include: association and elected Board members, staff, volunteers, donors, sponsors, funding and legislative bodies, businesses, educational and research bodies, and a diverse range of groups in the general community. annecto and annecto’s stakeholders can potentially contribute to social impact through linking into social, civic and economic opportunities in Australia.</p> <p>annecto is also operating at a time of major change through government driven social policy reform which seeks to connect services, and to increase focus on person centred, individualised, self/consumer directed and managed services models. Concurrently, government is challenged to address changing community expectations within an affordable economic and socio-economic environment. Such change signify a new government approach that focusses on goal orientated individual outcomes with the propensity to increase social and economic inclusion for people historically dependent on government welfare. This reform and the pace of change has an impact on annecto’s historical core service users - being people with disabilities, older Australians seeking alternatives to residential care, and their families.</p> | | | |
| Position Summary: | | | |
| <p>The Manager, Marketing and Communications is part of the Steering Council and as such has the responsibility to assist with enterprise transformation. The role will provide exceptional leadership in repositioning annecto in the market and transform the way it delivers its business. As the Marketing and Communications Manager, you will operate as a Business Partner to the CEO, Executive Leadership Team, HR and the Digital Transformation Team, with a focus of providing excellence in customer Service and stakeholder management.</p> | | | |

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| Position Characteristics: | |
| Scope: | Reporting to the Executive Manager Strategy and Marketing, this position will provide leadership and operational management of the Marketing and Communications Team and have responsibility for developing annecto's brand, public relations, media, marketing and communications strategy during a period of significant sector and organisational change. |
| Significant internal/external relationships: | Marketing and Communications team CEO Executive Leadership Team Steering Council - Regional/Departmental Managers annecto clients Media (individuals and agencies) Digital Transformation Team External consultants/organisations/stakeholders |
| Special Conditions: | annecto is an equal opportunity employer committed to diversity and social inclusion. We welcome applications from mature aged people, and people from culturally and linguistically diverse backgrounds, including those from Aboriginal and/or Torres Strait Islanders, people with lived experience of disability and people who identify as LGBTI. |
| Delegations: | The Manager Marketing and Communications is responsible to the Executive Manager Strategy and Marketing in terms of strategic and operational direction. You will be responsible for making and implementing decisions about the Department's responses and requirements in accordance with the statutory and regulatory framework, industrial instruments, annecto's policies and governance framework in which the organisation operates, and will be held accountable for the day to day running of the area and its outcomes. |
| Key Areas of Responsibility: | |

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| <p>Growing the Business</p> | <ul style="list-style-type: none"> • Create a marketing strategy underpinning the strategic plan and refresh regularly to incorporate new products, services and geographical locations. • Create, build and implement annecto’s brand and external communications strategy positioning annecto as best in field. • Develop and drive creative and strategic communication solutions to ensure adequate support during product, services and market development instigated by the Executive Leadership Team (ELT). • Provide leadership in the marketing and communication of annecto’s philosophy and services to the broader community and assist the ELT drive cultural change within their teams to ensure a community engagement and client focus. • Develop the Capability of the small skilled Team to support local operational teams. • Develop a deep contextual understanding and motivation of our clients to support the regions in winning new business, and marketing current and new product and services. • Work in partnership with the ELT to strengthen and achieve extensive market penetration with a diverse range of stakeholder and communities across Australia. • Implementation of community engagement framework to identify and develop relationships, and consult with community stakeholders. • Development and delivery of a proactive Public Relations and media program, looking at engaging with mainstream and targeted industry media streams nationally. |
| <p>Operational leadership and management</p> | <ul style="list-style-type: none"> • Accountable for outcomes for all aspects of service delivery and other operational business initiatives of the Marketing and Communication Department. • Develop and maintain marketing and communication policies. • Plan, design and deliver on internal and external communications through required channels and demonstrate social return on investment. • Ensure that appropriate market and data analysis is developed, documented within an IST system and available for business intelligence analysis and reporting. • Support the development of a customer sales orientation and engagement capability of the ELT and Regional Managers. • Provide direction, design on all material developed for internal and external audiences throughout annecto from print to digital channels and approval for external communication. • Support the Operational requirements of local operational team • Support the implementation of annecto’s Fundraising strategy. |
| <p>Building Staff Capability, Capacity and Resilience</p> | <ul style="list-style-type: none"> • Accountability for building an empowered and efficient Marketing and Communications Team aligned to the strategic direction. <ul style="list-style-type: none"> ○ Oversee, direct, and organise the work of teams within the Department. Promote a culture of high performance and continuous improvement that values learning and a commitment to quality and management of risk. ○ Ensure staff members receive timely and appropriate training and development. Establish and monitor staff performance and development goals, assign accountabilities, set objectives, establish priorities, conduct annual performance appraisals. |

Selection Criteria:

**Qualifications
Skills and
Experience**

Qualifications

- Minimum Postgraduate qualification(s) in marketing and communications, business or other relevant field.

Specific Skills, Knowledge and Experience Unique to the Role

- Substantial experience in managing a marketing and communications function in an organisation of comparable size and scale.
- A blend of strong data analysis skills and sound understanding of marketing concepts focusing on marketing related data, including providing insights, reports, trends and recommendations based on the marketing objectives.
- Demonstrated creativity and initiative, excellent interpersonal skills and proven ability in building relationships with key stakeholders, as well as keen attention to detail and an ability to multi-task and manage several concurrent projects at a time.
- Experience in Public Relations, media and event management with solid experience in managing organisational reputational exposure and risk.
- Experienced in developing and executing Branding strategy that enrich the client experience and build brand awareness across Australia while leveraging client insights.
- Substantial experience in utilizing contemporary Electronic Communication Channels.
- Demonstrated experience in a similar fundraising role with strong knowledge of the philanthropic trusts.

Leadership Skills, Knowledge and Experience

- Demonstrated capacity to work at the strategic, tactical and operational levels.
- Operational experience of a comparable nature and scale – including budget, project management, staffing and resources.
- Demonstrated extensive experience in building strong sustainable client and stakeholder relationships.
- Demonstrated commercial and business acumen and politically savvy.
- Demonstrated continuing professional development.

Additional Requirements

- Understanding the community services sector.
- An understanding of the principles of Social Role Valorisation will be well regarded.
- Understanding and commitment to annecto's philosophy, strategy, product lines and practice
- Membership of relevant professional associations.
- Travel to metro and rural locations and sometimes interstate is integral to this role.

Position Description

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| <p>Personal attributes, Behaviours and Practice</p> | <ul style="list-style-type: none"> • Honouring annecto’s organisational purpose and principles with a passion for social inclusion. • Constantly strive for excellence in service delivery and advancement in the field. • Enterprise thinking for the whole organisation and not just respective functional areas or personal agendas. • Forward thinking and proactive leadership that leads by example and empowers teams and individual staff to create and drive innovation. • Positively influence others through appropriate interpersonal and communication interaction for your audiences with the purpose of delivering improved business outcomes. • Demonstrate leadership maturity through your capacity to be flexible and adaptive while still holding yourself and others to account. • Strategic thinking and decision making based on sound business intelligence. • Providing meaningful analytics and metrics to demonstrate business outcomes and impact. • Discernment to use the appropriate consultative and/or collaborative processes when partnering with different stakeholders. • Sound judgement to know when a hands-off or hands-on and interactive approach to managing operations and working with teams is required. • Ability to give things up when they are not aligned to our purpose and principles and assist staff to make the transition. • A core commitment to act respectfully with fairness, integrity and transparency in serving the best interests of all stakeholders. |
| <p>Health, Safety & Wellbeing Requirements</p> | <ul style="list-style-type: none"> • Participate in and contribute to Health Safety and Wellbeing activities to ensure a safe work environment for staff, clients, contractors and visitors • Comply with annecto HSW policies and procedures to participate in the achievement of a safe working culture • Where appropriate, participate in workplace inspections, accident reporting and investigations, provide information, instruction and coaching |
| <p>Organisational Expectations</p> | <p>This position description should be read in conjunction with annecto's Policies and Procedures, Employment contract, Organisation Chart and appropriate standards and regulations which are applicable to the operations of annecto services.</p> |
| <p>Acknowledgement of Incumbent</p> | <p>I accept the position description documented above and understand that the position description will be reviewed or amended periodically due to changes in organisational requirements or responsibilities. Changes to the position description will be consistent with the purpose for which the position was established.</p> <p>Name: <i>(please print)</i> Signature:</p> <p>Date:</p> |