



GENERAL MANAGER, MARKETING & COMMUNICATIONS (PARENTAL LEAVE COVER)

Employer: Fitted For Work

Work Type/s: .6 eft

Classification/s: Communications & Marketing, Fundraising, Women's Organisations & Services

Sector/s: Not For Profit (NFP)

Location: Melbourne

Applications close: 28th February 2017

Start Date: 27th March 2017 (negotiable)

POSITION DESCRIPTION

Position Title	General Manager, Marketing & Communications (parental leave cover)
Responsible To	CEO
Responsible For	The development and execution of marketing and fundraising campaigns to support Fitted for Work's funding requirements and service delivery
Vision	Independence and transformation for women.
Our Purpose	To assist women experiencing disadvantage to get and keep meaningful work.
Position Purpose	To develop and execute marketing and fundraising campaigns for Fitted for Work.
Key Challenges	Working with a diverse range of stakeholders Working with flexibility in an evolving environment Working with limited budget.
Key Result Areas	Lead the execution and, where required, the development of the marketing, PR and fundraising activity to ensure it supports Fitted for Work's vision, mission and strategic plan. Specifically: <ul style="list-style-type: none">• Ensuring all communications are on brand and on message.• Manage Fitted for Work's online and social media presence, including the website, blog, Facebook,

	<p>Twitter and LinkedIn accounts on a regular basis.</p> <ul style="list-style-type: none"> • Coordinate the development and production of Fitted for Work’s marketing collateral and stationery requirements as required. • Execute the bi-monthly eNewsletter. • Provide expertise and assist Program Managers to implement locally-specific marketing campaigns to support clients accessing Fitted for Work’s services as required. • Manage third parties (i.e. agency and pro bono partners) who are providing marketing and media support and services, and ensuring adherence to the overall marketing strategy and brand guidelines. • Provide expert fundraising advice and support the Philanthropy & Events Coordinator to execute income driven direct marketing campaigns and donor stewardship. • Support the Corporate Partnerships Manager to execute the marketing components of business partnerships. • Provide strategy advice to the CEO where required.
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A. JOB REQUIREMENTS (What are the key activities for the role?)

Key Result Area 1	Execute Fitted for Work’s Marketing tactical plan.	
Key Tasks:	Job holder is successful when:	
<p>Marketing & Fundraising support to enhance Fitted for Work’s strategy and operations</p> <ul style="list-style-type: none"> • Manage marketing and fundraising communications with input from the CEO and Executive Team. • Develop and implement marketing collateral where required. • Manage the production and distribution of the bi-monthly electronic newsletter, including sourcing content, writing and editing articles in line with brand guidelines. • Manage the maintenance of Fitted for Work’s website, incorporating data analytics, user experience, and manage content updates. • Work with external agency to manage the Adwords account. • Develop a brand video. • Commission and execute new client photography. • Implement the Social Media strategy and content development. • Develop and execute advertising plan. 	<ul style="list-style-type: none"> • The marketing strategy is executed within time and budget and KPI’s are met. • Supporters, donors and business continue to be aware of and engage with Fitted for Work. • Social media activity actively engages online communities supporting Fitted for Work’s vision and mission. • The Corporate Partnership’s Manager and Program Managers of service delivery areas are provided with strategic high-quality marketing advice and materials. • Pro bono and supplier relationships are managed professionally and productively. 	

<ul style="list-style-type: none"> • Develop and manage stationery and print materials as required. • Provide expert advice and assist the Program Managers to implement local-specific marketing campaigns to support clients accessing the services. • Manage pro bono partners providing marketing and media support and services. • Support Corporate Partnerships Manager as required. 	
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Key Result Area 2	Execute Fitted for Work’s Fundraising tactical plan.	
Key Tasks:	Job holder is successful when:	
<p>Implement the successful execution of multichannel marketing and fundraising strategy to support Fitted for Work’s fundraising campaigns and activities</p> <p>Provide strategic advice and develop the fundraising and marketing materials for:</p> <ul style="list-style-type: none"> (i) Annual Appeal launch at May event (ii) Christmas Appeal (iii) Donor stewardship (iv) Donor lunches (v) Acquisition direct marketing strategy (vi) Other activities as directed 	<ul style="list-style-type: none"> • There is a collaborative, creative working relationship with the Philanthropy & Events Coordinator. • Fundraising campaigns and activities are effective in engaging supporters and meeting financial KPI’s • The supporter based for Fitted for Work is increased in line with annual KPI’s. • The fundraising campaign materials adhere to strategic fundraising principles, are of a high quality, engaging, creative and overall maintain Fitted for Work’s brand. 	

Key Result Area 3	Supporting the effective marketing of Fitted for Work retail (The Conscious Closet) activities	
Key Tasks:	Job holder is successful when:	
<ul style="list-style-type: none"> • Provide expert marketing advice and support to the Retail Manager where required. 	<ul style="list-style-type: none"> • The marketing is executed to a high standard and all KPI’s are met annually. 	



	<ul style="list-style-type: none"> • Synergies between the retail and Fitted for Work's brands are enhanced.
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Key Result Area 4	Relationship Management with volunteers and staff	
Key Tasks:		Job holder is successful when:
<ul style="list-style-type: none"> • Establish collegial relationships with Fitted for Work's staff and volunteers from other sites and programs. 		<ul style="list-style-type: none"> • Constructively participate in meetings and events where appropriate.

B. PURPOSE AND VALUES REQUIREMENTS

Core Area of Responsibility	Purpose and Values
Key Tasks	
<ul style="list-style-type: none"> • Actively support Fitted for Work's purpose and values; • Positively and constructively represent our organisation to external contacts in all opportunities; • Behave in a way that contributes to a workplace that is free of discrimination, harassment and bullying behavior at all times; • Operate in line with Fitted for Work's policies and practices • To help ensure the health, safety and welfare of self and others working in the business; • Follow reasonable directions given by the company in relation to Occupational Health and Safety. 	

C. RECRUITMENT INFORMATION (The essential knowledge, experience, skills and personal attributes required for the job)

Essential Competencies
<ul style="list-style-type: none"> • Can demonstrate strategic marketing experience of at least 10 years, with a minimum of 2 years in direct marketing fundraising. • Must be degree qualified in Marketing and Communications or similar. • Experienced in brand management, including developing and maintaining brand guidelines, sponsorship guidelines and media policy.

Essential Competencies

- Able to demonstrate effective marketing and fundraising copywriting skills.
- Must be adaptable due to changing nature of funding.
- A track record of achieving financial targets by designing and deploying campaigns (printed and electronic), executing communication plans and building materials that reinforce an organisation’s mission and vision – including post-campaign analysis and reporting.
- Can demonstrate experience in working with a broad range of internal and external stakeholders (for example, but not limited to design agencies, suppliers, supporters, partners, volunteers and management).
- Can demonstrate a proven ability to respond effectively to challenges, multi-task and prioritise activity in a fast-paced, dynamic, small team environment.
- Can demonstrate experience building electronic and printed marketing materials that convey organisational aims and objectives in a consistent way, including social media.
- Can demonstrate outstanding verbal and written communication skills, particularly writing clear and compelling copy for fundraising campaigns in the NFP sector.
- Can demonstrate experience managing in databases, customer relationship management systems (e.g. Salesforce), electronic direct mail deployment systems (such as CiviCRM or Campaign Monitor) and websites built on WordPress (or similar).

D. APPROVAL

Manager’s Name:	Donna de Zwart
Approval date	30.01.2017

Please submit your application in the form of a cover letter which addresses the Key Results Areas of the role and your resume to: Louisa Shillingford-Brown, louisa@fittedforwork.org by the closing date. Applications which do not address the Key Results Areas will not be considered for shortlisting.