

Position Description

Position title	: Manager, Marketing and Communications
Reports to	: Director, Marketing and Communications
Employment type (FT/PT)	: FT
No. of direct reports	: N/A
Date (created or reviewed)	: June 2016
Location	: Sydney
Approved by (position)	: Chief Operating Officer

The Operating Environment

Social Ventures Australia works to improve the lives of people in need.

We focus on keys to overcoming disadvantage in Australia, including access to great schools, pathways to fulfilling jobs, affordable housing, health services and supportive communities. By offering funding, investment, and advice we support partners across sectors to increase their social impact.

SVA's strategic approach is structured across four pillars:

1. Venture Philanthropy
2. Impact Investing
3. Consulting
4. Strategy & Advocacy

SVA has an active Reconciliation Action Plan (RAP) and seeks to partner with organisations addressing the disparity between First Australians and non-Indigenous Australians. SVA values diversity in our workforce and welcomes candidates of all cultural and ethnic backgrounds. We have made a commitment, through our Reconciliation Action Plan, to First Australian employment targets.

Team Overview

This role sits within the Marketing team, which is responsible for all internal and external marketing and communications for SVA. The team works very closely with SVA's Partnerships team (responsible for fundraising), with both teams reporting into SVA's COO.

- The Marketing team works across SVA's business units; Venture Philanthropy, Impact Investing, Consulting and Strategy & Advocacy to ensure SVA's work is consistently and professionally communicated.
- The full mix of marketing channels are employed to position and promote SVA including events, digital, collateral, traditional and social media.

Position Purpose

As SVA seeks to grow its business and influence, this new role acknowledges the importance SVA places on building a team of talented marketing and communications professionals to share the impact of our work with funders, clients, investors and the broader community.

This role would suit a generalist marketing professional who enjoys both strategic thinking and hands-on marketing production and will provide the successful candidate with the scope to help shape SVA's marketing and communications over the coming years.

Position Responsibilities

This marketing role has two main responsibilities; carriage of SVA's busy calendar of events across Australia and working as part of the team to design and develop SVA's suite of collateral and communications across print and digital.

The role involves management of both internal stakeholder relationships (the business) and external stakeholders (including, but not limited to creative agencies, pro bono partners and sector partners).

The key responsibilities of this position are:

- Support SVA's business units to develop customer and segment-focused events.
- Event management from initial brief through to delivery including:
 - a. Defining event purpose, objective and audience
 - b. Venue sourcing (paid and pro bono)
 - c. Catering – sourcing, costing, negotiating
 - d. Guest list preparation in conjunction with teams
 - e. Invitation drafting and sending via Cvent and Salesforce
 - f. Tracking and reporting registrations
 - g. Corresponding with all event guests
 - h. Preparation and management of associated collateral (eg banners, name tags, bios, promotional material, AV etc)
 - i. External supplier sourcing, briefing and management (eg photographer, AV)
 - j. External speaker, CEO and SVA staff briefing
 - k. Event management (run sheets, logistic coordination)

I. Post event correspondence and follow-up

- Internal ownership of the SVA's preferred event management tool Cvent
- Internal ownership of SVA's calendar of events
- Design to print production – working closely with external agencies from brief and concept through to print and delivery of print and digital content
- Copywriting (origination) and editing of invitations, brochures, case studies, blog posts etc.
- Salesforce management
- Budget and supplier invoice tracking
- Provide input into SVA's strategic marketing plan
- Work alongside and in partnership with Media Manager, and Marketing Associate to ensure integrated delivery of marketing activities
- Where required support activities and campaigns lead by other team members
- Support Marketing Director across all marketing activities

Position Requirements

- Agency or previous marketing and communications experience at account manager/manager level for five years, including event management experience – two years (essential).
- Knowledge of content production process and experience working with creative suppliers.
- Knowledge and experience measuring results of marketing activities, and responding to continuously improve.
- Experience developing content for and managing social media channels an advantage.
- Experience writing copy for media, including op-eds, speeches will be viewed favourably.
- Experience managing or working with PR agencies an advantage.
- Experience in the non-profit arena an advantage.
- Must demonstrate an interest in and commitment to working in the social sector.

Person Requirements

KNOWLEDGE

eg, specific legislation, government policy, relevant networks

Knowledge of:

- Events or project management knowledge
- Client service - demonstrated experience working with a broad range of clients and maintaining strong relationships
- Working knowledge of Salesforce an advantage
- Thorough understanding of the graphic design and print production process
- Experience in briefing and working with external agencies and other suppliers
- Experience in developing and managing social media and digital content

EXPERIENCE

eg, leading a team, project/budget/portfolio management

- Agency or previous marketing and communications experience at account manager/manager level essential, 5 years, including 2 years event management experience

FORMAL QUALIFICATIONS

eg, specific degrees or membership of professional associations

Marketing/communications qualification or relevant University degree; demonstrated experience working at a manager level in a Marketing and Communications team or agency environment with broad exposure to channels, tools and clients.

SKILLS	
<p>Skill:</p> <ul style="list-style-type: none"> ● Excellent client relationship management ● Highly skilled event management skills – from big picture to fine details ● Strong copywriting, editing and proofing skills ● Time and budget management ● Supplier negotiation and management ● Digital fluency, including comprehensive knowledge of Excel, Word, PowerPoint, Outlook ● Experience writing for the web and managing digital content development ● Experience managing social media accounts, including Twitter, LinkedIn and Facebook ● Attention to detail 	<p>The ability to:</p> <ul style="list-style-type: none"> ● Engage with internal and external clients to shape objectives and aims of events and communications that meet SVA's strategy. ● Manage a number of diverse multi-faceted projects concurrently, across multiple clients. ● Self-motivated with the ability to work independently, as well as to work closely as part of a small marketing team. ● Meet tight deadlines and find innovative ways to work within tight budgets. ● Understand and manage priorities.

BEHAVIOURAL SKILLS	
<p><i>eg, problem solving, communication skills, influencing skills, strategic thinking, results orientation</i></p>	
<p>Behaviour:</p> <ul style="list-style-type: none"> ● Positive, 'can do' attitude ● Hands on ● Trouble shooter and problem solver ● Relationship management skills ● Team player ● Self-motivated ● Deadline driven ● Accurate ● Communicative ● Willing learner 	<p>The ability to:</p> <ul style="list-style-type: none"> ● Work happily as a member of the marketing team across a wide variety of activity as required ● Work positively with stakeholders throughout SVA, and externally ● Prioritise multiple demands and follow up ● Work in a small team ● Be flexible and responsive