



eQuality Support

Position Description

Marketing & Communications Manager

POSITION TITLE:	Marketing and Communications Manager
CLASSIFICATION:	Full-time
REPORTS TO:	Managing Director
KEY RELATIONSHIPS:	Managing Director, Marketing & Communications direct reports, Client Services team, People Experience, Finance and other internal and external stakeholders.
EFFECTIVE DATE:	November 2023
APPROVED BY:	Mark vanHamond, Director, eQuality Support

Position summary

The Marketing & Communications Manager is responsible for the development, implementation and ongoing management of the marketing and communications strategy and plans for eQuality Support, in line with the key objectives in organisation's strategic plan.

Passionate, innovative and a strategic thinker, you'll have considerable experience and knowledge in the developments and delivery of marketing, communication and community initiatives. Reporting to the Managing Director, you'll manage and develop a talented team, develop marketing initiatives, manage internal communications and brand integrity, while overseeing key community messages and managing digital platforms to drive eQuality Support values and raise our positive profile in the community.

Key responsibilities

Planning and strategy

1. Manage the development, implementation, and evaluation of the marketing and communications plans for eQuality Support, including the social media strategy.
2. Develop, implement, and coordinate the annual marketing and communications calendar, content, and storyline through all communication channels, including materials for establishing internal and external messaging and brand equity.

Campaign and content management

3. Manage and oversee the production of online and offline communications that are consistent across all channels and align with organisational values, branding and strategy.
4. Create and manage accessible and relatable content for people with disability, particularly communities who face barriers to access information.
5. Manage the production and distribution of marketing and communications collateral for the business.

6. Manage the development, execution, and evaluation of a range of local campaigns.
7. Identify and recommend new opportunities, channels, and platforms to build community engagement.

Stakeholder and relationship management

8. Provide strategic advice and recommendations to other areas of the business on marketing and communications strategies.
9. Develop and maintain relationships with key eQuality Support stakeholders, including government and corporate partners for cross-promotional information sharing.
10. Maintain high levels of knowledge of the full range of services that eQuality Support provides.
11. Manage relationships with all marketing and communications suppliers, including but not limited to design agencies, web development agencies, and media partners.

Leadership and professional development

12. Provide coaching and tools to stakeholders regarding effective communication methodologies to achieve maximum client impact and engagement.
13. Role model key organisational values and behaviour.
14. Participate in the manager's meeting, general staff meetings, team meetings, and relevant professional development activities and training.
15. Manage, develop, and coach the Marketing and Communications Coordinator and Marketing Assistant to undertake their role.

Key capabilities

Knowledge, Qualifications & Experience

- Tertiary qualifications in marketing, communications, or equivalent, along with over 10+ years of experience in marketing and communications.
- Minimum 3-5 years relevant experience in a similar management role.
- Demonstrated extensive experience in developing and delivering highly successful marketing and communication campaigns.
- Demonstrated experience in developing collaborative and consultative marketing strategies.
- Knowledge of current and emerging marketing and communication trends including the use of social media and technology.
- Current Victorian driver license.
- Current police check.

Skills & Attributes

- Excellent written, verbal, and interpersonal communication skills with the ability to engage with people from varying backgrounds.
 - Proven ability in managing complex projects.
 - Strong budget management skills.
 - Strategic thinker with the ability to translate strategic priorities into operational imperatives.
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- Proven ability to analyse marketing trends and issues in the disability sector.
- Proven ability to write clearly, concisely, accurately, and in an engaging manner, appropriate to a range of audiences and communications channels.
- Proven ability to take an analytical and logical approach to problem solving.
- High computer literacy (web, social media, Microsoft Office Suite, Canva, desktop publishing).

NOTE: Statements included in this position description are intended to reflect in general the duties and responsibilities of this position and are not to be interpreted as being all inclusive.

POSITION DESCRIPTION AUTHORISED BY		
Manager Signature	Manager Print Name	Date
		/ / .
Director Signature	Director Print Name	Date
		/ / .
EMPLOYEE ACKNOWLEDGEMENT		
<p><i>I hereby acknowledge that I have received a copy of my Position Description and have read and agree with the duties and responsibilities that have been outlined. I also acknowledge statements included in this position description are intended to reflect in general the duties and responsibilities of this position and are not to be interpreted as being all inclusive.</i></p>		
Employee Signature	Employee Print Name	Date
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