

Position Description

Our Vision

A South Australia where every pet has a loving home.






About Us

Since our humble beginnings in 1964, Animal Welfare League has grown into one of South Australia’s leading animal welfare organisations. In our mission to connect pets, people and community, we find loving homes for vulnerable animals in need, reunite lost animals with their families and provide temporary shelter through our foster care program. We offer education and pet advice to the community to encourage responsible pet ownership and our social enterprises provide much-needed support to South Australians looking for pet boarding facilities and pet cremation and memorial services, as well as those on the lookout for a bargain at our Op Shops.

Our Mission

Connecting pets, people and community.

Our Beliefs and Behaviours

Create Opportunities 	Show Compassion 	Be Optimistic 	Share Knowledge 	Walk the Talk 
<p>Finding solutions to challenges</p> <p>Being open minded to alternatives and new approaches</p> <p>Striving to do better</p>	<p>Listening, observing and offering support</p> <p>Being respectful</p> <p>Being empathetic by taking the time to understand others’ points of view</p>	<p>Maintaining a positive outlook</p> <p>Focusing on what’s possible and staying realistic</p> <p>Remaining calm and composed during challenging times</p>	<p>Communicating openly and constructively</p> <p>Using mistakes and feedback as an opportunity to learn</p> <p>Seeking opportunities to develop our abilities and knowledge</p>	<p>Being open, honest and professional</p> <p>Being accountable for outcomes and actions</p> <p>Recognising and celebrating achievements</p>

Position Description

Position Title:	Marketing Manager	Tenure:	Ongoing – Full Time
Department:	Community Engagement and Support	Classification:	N/A
Reports to:	General Manager, Community Engagement and Support	Direct Reports:	N/A

Position Overview

The Marketing Manager is responsible for leading and implementing AWL’s marketing strategy and marketing campaigns across the organization and social enterprises to build awareness, generate demand and drive the community’s support of Animal Welfare League of South Australia’s (AWL) vision, mission, priorities, objectives and activities.

Key Results Area

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| <ul style="list-style-type: none"> • Develop, lead and deliver an organizational B2B and B2C brand and marketing strategy, plan and associated marketing campaigns across the organisation and social enterprises. • As the subject matter expert, provide marketing advice, support, delivery, partnering and project management to the organisation and internal teams. • Partner with internal departments to support them in meeting their business objectives through best advice, planning and support in marketing, brand and campaign development. • Represent the marketing team at cross-functional groups including product management, sales, or customer support. • Lead AWL’s marketing automation and personalisation strategy and implementation across email, sms and digital channels. • Manage content copywriting, graphic design, and videography in line with branding guidelines. • Manage and grow AWL’s social media channels. • Manage SEO and SEM management and optimisation. | <ul style="list-style-type: none"> • Manage and analyse marketing budgets to maximise ROI. • Build the capacity of the organisation in marketing through upskilling, training and development of tools and resources. • Monitor, analyse and use data, insights, feedback, engagement and sentiment to help design, adjust, evaluate and report on campaigns, plans and programs. • Undertake other position appropriate duties as assigned/directed. |
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Leadership Effectiveness	Personal Abilities
<p>As a manager or supervisor of individuals you will be required to:</p> <p>Safety Leadership Leads positive safety attitudes and behaviours and communicates consistently about the pre-eminent importance of safety.</p> <p>Strategic Thinking and Direction Commitment to AWL’s vision, mission and beliefs, and understands, contributes to and aligns work/priorities to business strategies.</p> <p>Commercial Acumen Understands key business drivers and marketplace and can anticipate trends and broaden knowledge.</p> <p>Working across Boundaries Recognises own impact and can influence others, build alliances and model effective workplace collaboration.</p> <p>Accountability Defines and tracks performance to achieve goals, whilst driving the culture of innovation, creativity and ‘can-do’.</p> <p>Leadership and Self-Management Facilitates involvement and team effectiveness and shares a compelling vision whilst giving guidance, feedback and encouraging development. Able to respond calmly and manage stress, operating with honesty and integrity.</p>	<p>Essential</p> <ul style="list-style-type: none"> • A tertiary qualification in the disciplines of marketing/advertising will be highly regarded and/or demonstrable equivalent experience will be highly regarded. • Strong background in developing, implementing and evaluating effective end to end marketing plans, campaigns, strategies and programs across platforms, channels and tools. This includes the conceptualisation of original campaigns and working with internal and external stakeholders to deliver successful campaigns. • Strong digital and traditional marketing knowledge. • Ability to think strategically and tactically. • Commercial acumen with strong analytical skills to identify opportunities and deliver measurable outcomes. • Ability to think creatively, manage multiple projects simultaneously and streamline processes to boost efficiencies. • Superior written and verbal communication skills and ability to create engaging content for different audiences and stakeholders. • Highly effective relationship management skills and demonstrated ability to work collaboratively and effectively with staff across all levels of an organisation. • Analytical and reporting skills with experience in using data and insights to inform and monitor marketing strategies and campaigns. • Self-driven with highly developed planning, organisational and prioritisation skills. • Understanding the role and application of brand. • High level of expertise with the necessary software, including content creation software, Microsoft Office suite, digital and social media advertising platforms, and website content management systems. • Ability to maintain confidentiality.

Special Requirements	WHS and Compliance
<ul style="list-style-type: none"> • Some flexibility with working hours may be required to meet business needs. This includes on occasions after hours / weekend work. • Travel may be required across AWL sites and other locations. • A current driver’s licence is required. • Satisfactory National Criminal History Check Certificate / National Police Certificate (NPC) at commencement of employment and periodically at the request of AWL. 	<p>All managers and employees of AWL are to:</p> <ul style="list-style-type: none"> • Comply with AWL’s organisational policies, procedures, guidelines and applicable legislative requirements including but not limited to Fair Work Act 2009 and Work Health and Safety Act 2012. • At all times act and comply with reporting obligations arising from legislation, professional conduct standards including the Code of Code for AWL and organisational policies, procedures and guidelines. • Take appropriate steps to protect themselves from risks to health and safety and to make sure they do not cause risk to others through any act or omission. In particular, the incumbent must: <ul style="list-style-type: none"> • Report accidents, injuries, property damage and health and safety incidents. • Use equipment provided to protect health and safety. • Follow reasonable instructions given on health and safety. • Ensure they are not affected by alcohol or drugs so as to not endanger themselves or others. • Understand and follow the requirements of confidentiality and facilitate appropriate standards of confidentiality and information sharing practice. • Actively participate in AWL personal achievement and development processes. • Participate in training and development activities as specified by AWL including those associated with workplace health and safety.

I have read the requirements and responsibilities outlined in this position description and will adhere to these conditions. I agree to have my performance monitored and evaluated as detailed throughout this document.

Name:		Signed:	
Date:			