

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 Thrift Shops.

Our Mission

Connecting pets, people and community.

Our Beliefs and Behaviours

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

Position Description

Position Title:	Marketing and Communications Manager	Tenure:	Ongoing – Full Time
Department:	Community Engagement and Support	Classification:	N/A
Reports to:	Chief Commercial and Growth Officer	Direct Reports:	1 Direct Report

Position Overview

The Marketing and Communications Manager is responsible for managing the marketing team to implement marketing and communication activities to build awareness, generate interest and drive the community's support of Animal Welfare League of South Australia's (AWL) vision, mission, priorities, objectives and activities.

Key Results Area

Generate a high level of engagement from all AWL stakeholders by leading the marketing team to develop and execute AWL's marketing and communications plan, including:

- Provide marketing and communications advice, support, delivery, partnering and project management.
- Plan, develop, execute, monitor and evaluate service level marketing campaigns and programs across channels.
- Partner with allocated internal departments to support them in meeting their business objectives through best advice, planning and support in marketing, brand and communications.
- Develop creative content and communication that is accurate, informative and timely, to tailored audiences including media, to build awareness, trust and connection to our community and other stakeholders.
- Support delivery of our corporate communications and strategic marketing campaigns through our owned and third party channels.
- Lead or support on marketing and communications team projects.

- Build the capacity of the organisation in communications and 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, programs and communications.
- Provide advice on communication channels including effectiveness, engagement, growth, relevant content and community management – to assist the team and organisation in ensuring our content is designed for maximum impact, relevance, engagement.
- Undertake other position appropriate duties as assigned/directed.

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, communication, advertising, public relations or journalism will be highly regarded and/or demonstrable equivalent experience will be highly regarded. • Experience in developing, implementing and evaluating effective end to end marketing and communication 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. • 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:			