



# Position Description – Marketing Manager

| Dept/Location                                                                                  | Award/Agreement & Classification | Report to                                       | Direct Reports                                                                               |
|------------------------------------------------------------------------------------------------|----------------------------------|-------------------------------------------------|----------------------------------------------------------------------------------------------|
| Marketing<br><br>Hybrid – working from home and The Harbour; travel to other sites as required | Award Free, GV Level 6           | Executive Manager<br>Adult Learning & Marketing | Digital Communications Advisor<br><br>Writer/Editor<br><br>Partnerships & Engagement Manager |

## Scope

The Marketing Manager is responsible for developing and implementing marketing and customer engagement plans that support Gowrie Victoria to develop, grow and deliver our strategic plan.

In this role, you will be responsible for positioning the Gowrie brand and for engaging a range of target audiences and customers to ensure Gowrie generates and sustains a pipeline of prospective families, students, adult learners, clients and employees for our different services and programs.

You will have extensive experience of marketing planning, undertaking market research and developing new insights, and successfully implementing campaigns that engage and convert leads.

This is an opportunity to have a strong impact in a passionate and diverse organisation, working within a small marketing and engagement team in a varied role that's both strategic and hands-on.

## Responsibilities

Gowrie Victoria is a flexible learning organisation. As such, the following is a list of indicative responsibilities for this role:

- Undertake market research, develop insights into Gowrie's key markets and an understanding of the drivers and motivators of Gowrie's key target audiences, and advise managers on how Gowrie may engage and better meet the needs of key audiences
- Lead a marketing planning and reporting process for each early learning service and each key adult learning programs including updating plans, defining marketing objectives, audience segmentation, crafting propositions and messages, managing implementation of plans, evaluating and reporting on effectiveness
- Lead the creation of written marketing plans for each early learning service and each key adult learning program that summarise key insights, agreed actions and timelines and ensure plans are agreed with

each relevant manager and communicated to the wider team of those leading on engagement, enrolments, and sales

- Collaborate with teams across Gowrie to drive responses to the website, convert leads, analyse data, monitor customer engagement and amend plans on the basis of learning what is and isn't working effectively
- Create and manage paid marketing campaigns to generate leads for early learning services and adult learning programs, manage digital marketing campaigns and external vendors as required, manage their briefing, budgets and measuring the returns on the investment
- Manage the marketing budget, commission external suppliers and negotiate their budgets and contracts
- Lead the marketing communications planning process across Gowrie to engage teams in identifying strong stories and to develop engaging content for internal and external communications that reflect the Gowrie brand and demonstrates high-quality practice
- Lead and support the marketing and engagement team to produce high-quality and effective communications, create strong partnerships and relationships, and support them to perform and be successful in their roles.

## Relationships

### Key Internal Relationships

- Executive team, Leadership team, Marketing, Sales and Enrolment teams

### Key External Relationships

- Suppliers
- Community partners

## Required Competencies and Attributes

### Knowledge, Skills & Experience

- Experience of marketing planning, defining marketing objectives, developing insights into target audiences and crafting propositions and messages
- Understanding of effective communications management, experience of planning, implementing and evaluating campaigns, especially digital marketing
- A proactive and collaborative approach, ability to deliver plans and make things happen
- Strong written and verbal communications and influencing skills
- Experience of working cross organisationally, developing strong and collaborative working relationships internally, and ability to represent an organisation to stakeholders, partners and suppliers
- Ability to communicate the Gowrie brand succinctly and clearly, and ability to develop a clear understanding of Gowrie's markets and target audiences
- Ability to lead and manage others effectively and in line with Gowrie's values
- Specific skills and experience in any of the following comms areas is an advantage but not essential – digital communications, partnerships, graphic design, advertising, filming and editing

### Qualification, Certification and Training

- Relevant bachelor's degree or above in marketing or related area
- Able to meet the compliance requirements of working in a children's services organisation

### Values Alignment

Gowrie Victoria's purpose is underpinned by our Values which guide us in our daily practice, decisions and relationships:

- Curiosity
- Authenticity
- Commitment

## Employee Acceptance

I <insert full name>, \_\_\_\_\_

of <insert residential address> \_\_\_\_\_,

accept this position description which is aligned to and in accordance with my employment agreement with Lady Gowrie Child Centre (Melbourne) Inc. I accept all items, tasks, content and responsibilities outlined within this position description.

Employee Signature \_\_\_\_\_ Print Name \_\_\_\_\_

Date: