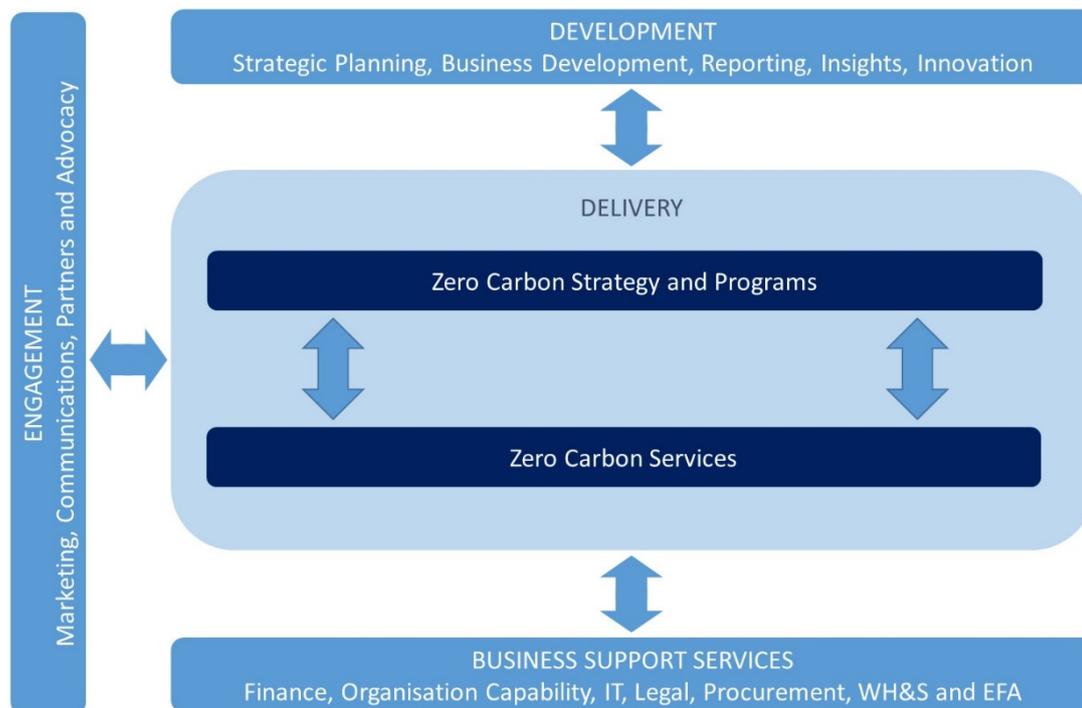


Position Description – Head of Marketing

1. Role Particulars

Position Title: Head of Marketing	Location: Melbourne or Sydney
Level: Executive	Team: Marketing/ELT
Reports to: CEO	Number of Direct Reports: 1
Hours: Full time	Status: Fixed term until 30 June 2020, with potential for ongoing subject to funding.

2. Organisation structure



3. Purpose of Position

The Head of Marketing is responsible for creating the overall marketing strategy and promoting MEFL (including the sub brands) and the services to all client-stakeholders to achieve our vision and business plan.

Specifically, this role encompasses developing, evaluating and delivering a cohesive marketing strategy and plan for all activities, including brand, product marketing, campaigns, events, digital strategies, marketing communications, media, public relations and engagement activities in support of the business growth objectives.

4. Key Responsibilities of Position

Lead the development and delivery of a cohesive marketing strategy which supports the organisation's strategy and business plan:

- Develop and lead the brand strategy for the organisation
- Develop a deep understanding of the motivations, priorities and concerns of MEFL's target audiences and apply strategies to effectively communicate MEFL's messages to those groups.

- Ensure all communications are consistent with MEFL's branding and builds a credible voice.
- Develop and implement a digital strategy
- Develop and lead an acquisition and lead generation strategy
- Formulate a media and public relations strategy
- Formulate a product marketing strategy and develop assets
- Review and refine content strategy
- Review and refine the partnership strategy

Develop relationships to reach the market:

- Leverage your media networks to amplify MEFL's messaging
- Develop a channel strategy to increase reach
- Manage and promote events
- Lead the development of the annual report and the Impact and scale report

Lead the design and production of marketing materials that promote and support growth strategies:

- Create promotional materials and disseminate to the market
- Support fee-for-service activities
- Manage external partners and suppliers
- Develop and manage website content – including website availability (uptime) and security
- Ensure the website is AA standard

Manage MEFL's digital presence and drive growth:

- Plan, implement and measure digital marketing strategies including MEFL's social profile.
- Utilise digital marketing analytics tools (e.g. Google Analytics and internal analytics) to measure and analyse marketing strategy and campaign performance and make recommendations on ways to increase engagement, ROI and overall revenue.
- Stay up-to-date with digital marketing and social media trends, industry best practice tools and developments to build MELF's digital capability and capacity to grow engagement and revenue.
- Target activities to drive business development in collaboration with business units.
- Support the organisations reach and build brand trust while optimising opportunities to drive MEFL's reach and partnership engagement.

Any other duties that may arise from time to time which fall within the parameters of this position and within the level of skills, competencies and training expected of the person filling this position may also become responsibilities or become performance indicators.

5. Mandatory Responsibilities for all Positions

- Comply with all MEFL's policies and procedures
- Comply with established standards, procedures & practices applicable to the position
- Comply with all MEFL Workplace Health & Safety (WH&S) directions
- Assist in the resolution of health and safety issues as required.
- Contribute to successful implementation of WH&S programs and initiatives

- Complete the WH&S safety and compliance training required for the position
- Participate in WH&S training and discussions, emergency response exercises, workplace inspections and audits

6. Technical and Professional Competencies required for the Position

Competencies:

- Experience in developing and implementing integrated digital marketing, and social media strategies that drive engagement and revenue.
- A track record in developing successful website management
- Demonstrated extensive knowledge of social media, digital tools, marketing automation, technology & content platforms and their application
- Strategic thinking with a high level of conceptual, analytical and problem-solving skills,
- Exceptional writing skills with a proven ability to craft engaging communications, with the ability to translate technical information into accessible communication
- Media and events experience with a proven ability to develop press releases, and engage journalists.
- Highly organised, efficient and hardworking with a proven ability to manage multiple major projects and deadlines to a high standard of accuracy and consistency, perform well under pressure, and achieve set KPIs.
- Experience in campaign performance monitoring and presenting data & insights.
- Demonstrated people management experience including an ability to build and lead a high-performance team.
- Strong computer skills, particularly Microsoft Office Suite. Experience with Adobe applications is a bonus.
- Demonstrated personal and professional commitment to the goals of the Moreland Energy Foundation

7. Education and Experience Required of Position Holder

Education:

Tertiary qualifications in Marketing, Digital Marketing or Communications and/or equivalent, relevant experience/

Experience:

At least six (6) years previous work experience in a relevant field/

8. Key Challenges and Complexities of Position

The position requires the skills to build trust and work collaboratively to achieve engagement across diverse teams.

Synthesising data and insights across multiple platforms to develop a cohesive view of MEFL's audience and supporters.

Maximising limited budgets to achieve strategic objectives.

Staying abreast of rapidly changing digital landscape and communications technologies.

Maintaining brand recognition while managing competing priorities across multiple internal stakeholder groups.

9. Economic Dimensions associated with the Position: (direct & indirect)

As per delegations policy.

10. Key Selection Criteria

Selection Criteria

1. Qualifications or extensive experience in communications, journalism, marketing, public relations or related field.
2. Experience in creating, developing and executing Brand strategy and promotion campaigns.
3. In-depth understanding and experience of digital trends and tools with expert knowledge of social media platforms to drive acquisition, engagement and revenue.
4. Demonstrated experience building trust with stakeholders and working collaboratively with members of the Executive Leadership Team to provide strategic direction to the organisation and ensure that organisational priorities are met.
5. Experience in developing and managing website content, with an understanding of content management systems, preferably WordPress.
6. Proven ability to engage journalists, develop press releases and sell a story.
7. Outstanding communication skills both written and verbal with experience in engaging a diverse audience.
8. Proven ability to manage multiple major projects and deadlines to a high standard of accuracy and consistency, perform well under pressure, and achieve set KPIs.
9. An understanding of and commitment to renewable energy and the objectives of MEFL.

Desirable

- Marketing experience
- Experience with Adobe applications, particularly InDesign and Photoshop.

11. Application Process

MEFL is an Equal Opportunity Employer. We work with a diverse range of people and audiences at MEFL. We encourage applications from Aboriginal and Torres Strait Islanders and other people of colour, people with a disability and people from the LGBTIQ community

Email your application to Liz Leahy, HR Business Partner at hr@mefl.com.au with **Head of Marketing** in the subject line.

In order to be considered for this position, you **must** include:

- a brief cover letter stating where you saw the job advertised;
- your resume, including contact details for a minimum of two referees, including your last line manager (we will not contact referees without your permission);
- a separate document detailing your response to each Key Selection Criteria.

Only applications that follow the above process will be accepted and considered for interview. Only shortlisted applicants will be notified.

To be eligible to apply for this position you must be an Australian or New Zealand citizen, permanent resident or hold a valid work permit or visa.

Applications close **4pm, Thursday 28 March 2019** with interviews to be held on **3 April 2019** in Brunswick, Melbourne.

If you have any questions about the role, please contact Liz Leahy, HR Business Partner on 9385 8535.