

POSITION DESCRIPTION: MARKETING CAMPAIGN MANAGER

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| Department | Industry Super Australia |
| Position Title | Marketing Campaign Manager |
| Position Location | Level 39, Casselden Place 2, Lonsdale Street, Melbourne |
| Reports To | Director of Marketing |
| Positions Reporting to this Position | Marketing Campaign Officer |
| Position Summary | To provide marketing and communications services and support for the Industry SuperFunds Joint Marketing Campaign (JMC). |
| Key Challenges | Delivering on wide ranging marketing and communications tasks in a timely, effective and efficient manner. |
| Key Stakeholders | <p>Internal</p> <ul style="list-style-type: none"> ▪ Industry Super Australia ▪ 15 Industry SuperFunds ▪ ISA Stakeholders ▪ The ACTU and unions ▪ Employer Associations ▪ ME Bank <p>External</p> <ul style="list-style-type: none"> ▪ Service providers and agencies ▪ Media |

1. Position Overview:-

The Marketing Campaign Manager is responsible for working in collaboration with the Director of Marketing to develop and implement the Industry SuperFunds Joint Marketing Campaign (JMC). Specifically, they will have responsibility for managing the execution of the JMC from beginning to end and will also be responsible for managing relations with the Steering Committee.

They will have a sound understanding of marketing principles and processes and be able to apply these to this position. A key component of the role is stakeholder relations and communications as this person will work closely with the JMC Steering Committee and Strategy Group.

This person must have superior project management and organisation skills. They will have excellent written and oral communication skills and a very keen eye for detail. They will be able to work independently or in small teams. The ability to use initiative is essential.

| KRAs | | |
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| Key Result Areas | Description | Performance Measures |
| Advertising Campaign | <ul style="list-style-type: none"> ▪ Strategy and planning: Assist Director of Marketing in development of the annual JMC business plan and five year strategy plan. ▪ Campaign management: Manage planning and implementation of the JMC in collaboration with the Director of Marketing. ▪ Advertising production: Manage the execution of various facets of the advertising campaign as required to implement the JMC plan, including working with the Marketing Campaign Officer on fund leveraging. ▪ Media buy: Manage planning and execution of the JMC annual media buy in collaboration with the Director of Marketing. ▪ Compliance: Manage the legal compliance process for all marketing and communication materials. | To be developed as part of Performance and Development Plan |
| Stakeholder relations | <ul style="list-style-type: none"> ▪ General: Build and maintain close relationships with stakeholders, especially those at senior levels within participating funds. ▪ Steering Committee: Management of preparation of all materials for SC meetings such as regular updates, papers, presentations and verbal updates at meetings. ▪ Strategy Group: Management of preparation of all materials for SG meetings such as regular updates, agendas, presentations and verbal updates at meetings. ▪ Service providers: Manage, build and maintain relationships with key service provider agencies on an ongoing basis to deliver the JMC. | As above |
| Industry SuperFunds Website | <ul style="list-style-type: none"> ▪ Strategy and planning: Assist Director of Marketing in development of the strategic plan for the ISF website. ▪ Campaign website: <ul style="list-style-type: none"> ○ Manage planning and implementation of the website in collaboration with the Director of Marketing. ○ Oversee the production of content, tools and updates. ▪ SEO: Development of strategic SEO planning in collaboration with the Director of Marketing. Oversee SEO work implemented by Marketing Campaign Officer. ▪ SEM: Development of strategic planning for SEM in collaboration with the Director of Marketing. Oversee SEM work implemented by Marketing | As above |

| KRAs | | |
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| Key Result Areas | Description | Performance Measures |
| | Campaign Officer. | |
| Research | <ul style="list-style-type: none"> ▪ Manage all research requirements in collaboration with the Director of Marketing. ▪ Manage research reporting and provide analysis to team and agencies to provide insights relating to the JMC. ▪ Management of financial modelling to support the JMC | As above |
| Finances | <ul style="list-style-type: none"> ▪ Develop the annual budget for the JMC in collaboration with the Director of Marketing. ▪ Manage monitoring and reporting of expenditure in-line with the JMC business plan. ▪ Approve estimates in line with the approval process. ▪ Approve invoices for payment in line with the approval process. ▪ Develop quarterly finance reports for the Steering Committee. | As above |

2. Competencies:-

Experience/Qualifications

- Tertiary qualifications in marketing, communications or other related fields or sound previous experience in a similar or related marketing role
- At least six years' experience in a marketing, communications or related role
- Experience in superannuation, industry superannuation or financial services industry preferred
- RG146 preferred or must be acquired within a six-month period
- Proven experience in dealing with diverse stakeholders at senior levels

Knowledge/Skills

- Strategic thinking ability.
- High level of accuracy and attention to detail
- Sound written and verbal communication skills
- Excellent planning and time management skills
- Experience in developing and managing campaign budgets and producing budget reports
- Advanced computer skills in MS Office suite
- Demonstrable knowledge of and commitment to the Industry SuperFund network and its stakeholders

Attributes/Behaviour

- Professional, discreet and possessing integrity
- Initiative and common sense

- Strong internal and external client service focus
- Team player
- Flexible work approach
- Ability and desire to learn

Hours of Work

- 8.30am to 5.00pm; Monday to Friday