

POSITION DESCRIPTION

POSITION TITLE	Marketing and Communications Team Leader		
POSITION OVERVIEW	You will lead a dynamic team of marketing and communications professionals, develop and execute strategic plans, and ensure consistent messaging and branding across all channels. Your creativity, leadership skills, and strategic thinking will be essential in achieving our marketing and communication goals.		
CLASSIFICATION	WCS Level 7	SERVICE AREA	Corporate Support Marketing & Communications
EMPLOYMENT STATUS	<input checked="" type="checkbox"/> Full time <input type="checkbox"/> Part-time <input type="checkbox"/> Casual		HOURS PER WEEK 38
LOCATION	Callam Offices, ACT		
IMMEDIATE MANAGER	Chief Operating Officer		
INDUSTRIAL AGREEMENT	Woden Community Service Inc – Caring for our People, Building our Capability to Serve, - Enterprise Agreement 2021-2023		
REPORTING RELATIONSHIPS			
NO OF DIRECT REPORTS	2	NO OF INDIRECT REPORTS	0
KEY RELATIONSHIPS			
INTERNAL	Executive and leadership teams, Finance Team		
EXTERNAL	Facilities service providers, contractors, and vendors		
KEY ACCOUNTABILITIES			
<ul style="list-style-type: none"> • Lead, mentor, and inspire a team of marketing and communications professionals. • Foster a collaborative and innovative team culture, promoting growth and skill development. • Set clear performance expectations and provide ongoing feedback and coaching. • Develop and implement comprehensive marketing and communication strategies aligned with organisational goals. • Identify market trends, audience insights, and competitive landscapes to inform strategy. • Monitor and analyse key performance indicators (KPIs) to track the effectiveness of strategies and make data-driven decisions. • Oversee the creation and distribution of compelling content, including written, visual, and multimedia materials. • Ensure brand consistency and messaging coherence across all communication channels. • Plan, execute, and evaluate marketing campaigns, including digital marketing, social media, email marketing, and events. • Coordinate cross-functional teams to execute campaigns successfully and within budget. • Continuously optimise campaigns for maximum reach and impact. • Cultivate relationships with media outlets, journalists, and influencers to enhance the organisation's visibility. • Prepare and distribute press releases, media kits, and other materials. • Handle crisis communication effectively and proactively. • Oversee the organisation's online presence, including website management and social media channels. 			

- Develop and execute strategies to grow the organisation's online community and engagement.
- Stay current with digital marketing trends and technologies.
- Manage the marketing and communications budget, ensuring efficient allocation of resources.
- Provide financial reports and forecasts to the leadership team.
- Collaborate with cross-functional teams, including sales, product development, and customer service, to align marketing and communication efforts with overall business objectives.
- Build and maintain relationships with key stakeholders both internally and externally.
- Develop and maintain brand guidelines to uphold the organisation's image.
- Ensure your safety, the safety of the community, service users and your colleagues by always following the WCS Work Health and Safety Policy and Procedures.
- Foster a culture where everyone is valued, respected and recognised by applying workplace diversity and equity principles.
- Apply National Principles for Child Safe Organisations, as applicable to the role.
- Other duties may be required and assigned as necessary by the manager.

EXPERIENCE & QUALIFICATIONS

Essential

- Bachelor's degree in Marketing, Communications, or a related field with extensive relevant experience.
- Proven experience in marketing and communications leadership roles.
- Strong understanding of digital marketing, social media, and content creation.
- Exceptional communication and interpersonal skills.
- Proficiency in marketing and communication tools and software.
- Strategic thinker with the ability to analyse data and make data-driven decisions.
- Creative mindset and the ability to think outside the box.
- Strong project management skills.
- Excellent leadership and team-building abilities.
- Budget management experience.
- Ability to exercise judgement and discretion in handling sensitive and confidential enquiries and information.
- Demonstrated understanding of professional boundaries, privacy and confidentiality.

Desirable

Other

- Demonstrate commitment to WCS' Purpose and Values, and follow the WCS Code of Conduct.
- Ongoing employment is subject to a satisfactory National Police check and maintaining a current ACT Working with Vulnerable People registration.

Document History

Original: September 2023

Revised:

Version: Original

Employee's name

Signature

DATE