



## Position Description – Communications and Marketing Manager

### Background

The Foundation's purpose is to identify and nurture outstanding Scholars who are destined to be Australia's future leaders and who through their work will address major challenges facing our nation. To achieve this, the Foundation raises funds for and administers the John Monash Scholarships, which are provided to Scholars to enable them to study at a postgraduate level overseas. The Scholarships recognise academic excellence, leadership, and future contribution to Australia. The Foundation's work is conducted through its Board supported by an Investment, Audit and Risk Committee.

Title: Communications and Marketing Manager

Location: Melbourne CBD

Hours of Work: Full Time

Reporting to: CEO

### Position Summary

Communication and engagement with the Foundations' diverse stakeholders is a priority. Our stakeholders include organisations and individuals across government, universities, the corporate sector, philanthropy and family offices including high profile and high net worth individuals.

An important aspect of this role is to build the brand of the Foundation, in order to support the fundraising and build the profiles of the Foundation and the Scholars. The Communications and Marketing Manager, working in consultation with the CEO, will develop and implement strategies for brand building, supporting and profiling, a diversified fundraising strategy which includes major gifts and grants, special campaigns and planned giving from individuals, foundations and other potential sources. Direct involvement with collateral development, communication and management of events are key areas of responsibility.

We are seeking an experienced and versatile Communications and Marketing manager who is looking for a role that is both challenging and extremely fulfilling. Our ideal candidate has experience developing and executing communications campaigns, understands corporate affairs and brand, has the confidence and sensibility to engage with high-net-worth individuals, senior government officials and is comfortable managing the nuts and bolts of events as well as longer term strategic marketing and communication planning and development of collateral. The ability to thrive with tight deadlines, budgets and changing needs is vital. You will need to be comfortable with the hands-on reality of working with a small, dedicated team and therefore limited resources.

### Objectives of this Role

- Establish positioning, identify target audiences, and develop communications and marketing plans with specific objectives across different channels and segments

- Lead the execution of branding programs from start to finish, leveraging internal support and driving collaboration
- Analyse giving trends, market analysis, and marketing best practices to build successful strategies
- Build on current corporate relationships with comprehensive engagement strategies and maintain CRM files
- Enhance communications using events, internal stakeholder relationships and social media platforms as well as more traditional channels

### **Key Responsibilities**

The position holder will be responsible for:

- Developing and implementing communications and marketing strategies with the CEO and team, that build and support fundraising and brand building programs
- Develop and implement, together with the leadership team and the Board, a comprehensive stakeholder engagement plan
- Developing with the CEO and managing, with the support of the Foundation team, the design and running of donor cultivation and stewardship events including annual Foundation events - Announcement and Presentation Ceremonies and Oration and Scholar Symposia (every 18 months on average)
- Project manage development and design of appropriate communication and marketing collateral
- Identify effectiveness and impact of current marketing and communication initiatives with tracking and analyse and optimise accordingly
- Develop and maintain social media and targeted traditional media campaigns and regular material including newsletters/weekly bulletins

### **Key Outcomes:**

- Increased awareness of the Foundation Brand and the achievements of the Scholars among target audience (i.e.: potential funders and potential scholars)
- Achieve agreed targets for stakeholder engagement
- Timely delivery of communications material for fundraising campaigns and other initiatives (including the Annual Report)
- Together with the CEO deliver on engagement strategies for existing donors and recruit new donors
- Maintenance of donor files including all communications and meeting/engagement notes within the CRM

### **Selection Criteria, Skills and Qualifications**

- Bachelor's degree in marketing, or related field (minimum)
- Minimum two years work experience in a similar role
- Excellent written and verbal communication skills
- Excellent attention to detail
- Proven experience developing marketing plans and campaigns
- Strong project management, multitasking, and decision-making skills with the capacity to manage deadlines, tight budgets and pressure, with positivity and confidence
- Ability to work autonomously with general supervision, as well as being a collaborative member of a small, dynamic team
- Metrics-driven marketing mind with eye for creativity
- Experience with marketing automation and CRM tools
- Proficiency with online communications and social media strategy

- Established press and media contacts an advantage
- Applicants are required to have the right to live and work in Australia.

This role will require flexibility with working hours and will require some interstate travel.

