

Position Description

Role title	Marketing Manager	Last reviewed	1/04/2024
Division	Sales and Corporate Affairs	Team	Sales and Marketing
Reports to	Senior Marketing Manager	Classification	ASO5
Direct reports	Nil		

Role Purpose

Design, deliver and evaluate marketing strategies, initiatives and campaigns across a broad range of projects to promote and support Renewal SA's brand and growth objectives.

Key Accountabilities

- Provide expert guidance and support to internal stakeholders, ensuring compliance with marketing policies and guidelines, to influence and achieve desired marketing outcomes and to resolve complex marketing challenges.
- Provide advice and prepare strategic marketing plans, proposals, and reports for senior stakeholders to contribute to business planning and decision making.
- Leverage a comprehensive knowledge of Renewal SA requirements and government protocols related to advertising, media, social media, and website production to manage complex marketing projects.
- Research marketing inquiries, issues, and opportunities, developing data-driven marketing briefs and tenders to support the sales objectives of designated projects.
- Identify, analyse, and manage risks associated with the marketing of Renewal SA projects and work to facilitate agreed Renewal SA responses, strategies, and mechanisms for issue management and crisis control in media and public relations plans.
- Contribute to the effective sourcing, negotiation, and establishment of branding and sponsorship arrangements for exhibitions, promotions, and other special events to support marketing activities. Other duties as required.

Key Relationships

Internal	
Who	Why
Manager	Receive guidance and instruction, seek clarification and advice, and report on progress against work plans.
Work Team	Participate in meetings, share information, and provide input on issues. Support team members and work collaboratively to contribute to achieving team outcomes.
Direct Reports	Support, guide and manage performance.

Internal Stakeholders	Respond to queries, exchange information, and work collaboratively to resolve issues.
External	
Who	Why
Other Government Agencies	Establish networks and collaborative relationships across SA Government to share ideas and learnings and develop common responses to emerging issues.
External Stakeholders	Engage with relevant stakeholders to facilitate communication, provide expert advice, gather, and exchange relevant information.
Vendors/Suppliers/Consultants	Manage contracts for quality, on-time service delivery, compliance, and performance targets.

Key Challenges

- Balancing the need to innovate and execute marketing campaigns in a complex project environment with evolving organisational priorities.
- Managing stakeholder expectations for marketing strategies while adhering to strict government protocols and compliance requirements in a rapidly changing media landscape.

Qualifications and Technical Requirements

- Tertiary qualifications in Marketing, Communications, or a related field will be highly regarded.

Special Conditions

- Out of hours work may be required.
- Inter/intrastate travel may be required.
- The incumbent must meet the WHS responsibilities and accountabilities as set out in the Renewal SA WHS Policy commensurate with their role. This includes ensuring that any work undertaken by or on the behalf of Renewal SA, is undertaken in accordance with the WHS Act 2012, Regulations, Codes of Practice, and internal Specifications.
- The incumbent is responsible and accountable for keeping accurate and complete records of their business activities in accordance with the State Records Act 1997
- The role is deemed a 'Position of Trust' pursuant to the standards required in the Australian Government Protective Security Policy Framework
- A current satisfactory National Police Clearance is required and renewed as per Renewal SA's policy.

Key Capabilities

The [Renewal SA Capability Framework](#) integrates the Renewal SA Strategic Plan and the South Australian Public Sector Values to define the capabilities we need to operate effectively. Our Framework is led by four principles that are critical themes and considerations that ensure safety, personal leadership, best practice, and our communities are at the forefront as we apply our capabilities.

All the capabilities within the Renewal SA Capability Framework are relevant for all employees. The below outlined capabilities are specifically needed to successfully perform the role.

Capability Group	Capability	Level	Behaviours
Culture and Collaboration	Communicate effectively	Intermediate	<ul style="list-style-type: none"> • Use concise language to target messages and avoid overwhelming audiences. • Structure communications to deliver the purpose with impact, using facts or insights, as necessary. • Adjust communications according to the audience to find the right channels to maximise reach. • Understand and apply better ways to use inclusive language and communicate in the voice of Renewal SA
Strategy and Growth	Make an impact	Intermediate	<ul style="list-style-type: none"> • Undertake analysis of problems to ensure solutions address the issues identified for the stakeholders identified. • Support solutions through well documented research, modelling or other means that demonstrates they address the issues. • Articulate the secondary benefits of solutions including impacts to Renewal SA's communities or service delivery. • Promote environmental, sustainable and social considerations into solution development and benefits definitions
Innovation and Agility	Support creativity	Intermediate	<ul style="list-style-type: none"> • Engage in discussion and ideation with others to consider the merit of all ideas to find the best possible outcome. • Find opportunities in your work or your team to trial new ideas and concepts. • Trial new ways of generating ideas by researching and applying new ways of creative thinking. • Encourage team to identify and discuss ways to improve the processes and systems used.
Solutions Focused	Apply business and commercial acumen	Intermediate	<ul style="list-style-type: none"> • Evaluate the costs involved and financial impacts of decisions and courses of action. • Build relationships with key roles and decisions makers for the support services across Renewal SA. • Utilise experience and knowledge of business and corporate operations to improve efficiency and effectiveness.

			<ul style="list-style-type: none">Follow Renewal SA contracting policies through negotiation and contract management.
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Delegate		Role occupant	
This position profile accurately outlines the expectations of the role.	<input type="checkbox"/>	I have read and understood the role and expectations of me.	<input type="checkbox"/>
Name		Name	
Title		Signature	
Signature			
Date	Click to enter a date.	Date	Click to enter a date.