|  |  |  |  |
| --- | --- | --- | --- |
| Role title | **Marketing Lead** | Last reviewed | 1/04/2024 |
| Division | Sales and Corporate Affairs | Team | Sales and Marketing |
| Reports to | Director, Sales and Marketing | Classification | MAS3 |
| Direct reports | 3 | | |

## Role Purpose

Provide strategic direction and leadership to the marketing team, overseeing the delivery of marketing projects, campaigns, and plans, and driving the overall marketing strategy to achieve the organisation’s sales objectives.

## Key Accountabilities

* Lead the development and evaluation of marketing strategies and plans, ensuring alignment with organisational brand and growth objectives.
* Provide expert leadership and management to plan, direct, and coordinate end-to-end marketing efforts and campaigns, ensuring consistent and successful delivery of initiatives across a broad portfolio of projects.
* Lead the marketing team, providing strategic guidance and support to optimise skills and capabilities and to drive outstanding results.
* Drive innovation in marketing approaches, campaigns, and technologies through harnessing data- driven research and industry trend awareness to inform marketing efforts and decisions.
* Manage, monitor, and achieve revenue budgets and spend within operating budget expenditure to ensure compliance with financial targets and objectives.
* Establish and monitor key performance metrics to evaluate the effectiveness of marketing initiatives and campaigns, ensuring data-drive decisions that lead to improved alignment with organisational goals and optimised marketing strategies.
* Drive cross-functional collaboration to align and integrate marketing strategies with overall business objectives.
* Cultivate and manage strong relationships with external marketing partners, agencies, and vendors to support marketing initiatives.
* Strategically manage and mitigate marketing-related risks, ensuring full compliance with legal and regulatory requirements, to fulfil critical reporting obligations for compliance and transparency.
* Facilitate high levels of engagement and a purpose driven culture within teams.
* Other duties as required.

## Key Relationships

|  |  |  |
| --- | --- | --- |
| Internal | | |
| Who | Why | |
| Executive | Provide expert advice and support to respond to and deliver against strategic and business plans, agreed projects and new initiatives | |
| 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 competing demands and priorities, in a fast-paced environment, whilst managing productive and collaborative internal and external stakeholder relationships to ensure the achievement of marketing objectives.
* Operating within budgetary constraints, optimising marketing spend, and demonstrating cost- effectiveness in all marketing initiatives.
* Navigating dynamic markets adeptly to swiftly adapt strategies and capitalise on emerging opportunities.

## Qualifications and Technical Requirements

* Tertiary qualifications in marketing, communications or a related discipline are 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](https://sagov.sharepoint.com/sites/RenewalSA_Hive/SitePages/Capability-framework.aspx) 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 | Accomplished | * Simplify and communicate complex and technical information into understandable and approachable messages. * Apply logic and reasoning throughout messages to achieve the objective of the communication and set clear expectations. * Understand the customs of the audience and tailor the mode of the communication as well as style and tone to suit. |
| **Strategy and Growth** | Make an impact | Accomplished | * Comprehensively consider the issues facing multiple stakeholder groups when evaluating problems. * Review solutions and prioritise those that deliver the maximum weighted benefits, considering multiple interlinked problems. * Detailed understanding of the outcomes of solutions and courses of action, including the negative impacts or opportunities lost. |
| **Innovation and Agility** | Support creativity | Accomplished | * Create and manage structured opportunities for others to present and discuss new ideas for Renewal SA. * Drive and support team members to experiment, within reasonable bounds, with new ideas and processes. * Facilitate idea creation and iteration with structured creative thinking approaches and concepts. * Promotes new ideas and employee-led changes to build awareness of successes across Renewal SA. |
| **Solutions Focused** | Apply business and commercial acumen | Accomplished | * Find ways to maximise the economic value of Renewal SA’s operations through cost benefit analysis and solutions. * Integrate support services in solution development and decision making to improve understanding and value. * Assist Renewal SA to translate and navigate complex business concepts and arrangements. * Position Renewal SA strongly in contract negotiation and drive value through contracts while maintaining relationships. |
| **People Leadership** | Develop our people | Accomplished | * Develop and drive systems and processes that create equitable and transparent performance management. * Ensure all assessments are objective and comparisons are fair in the performance review of individuals and teams. * Drive initiatives that create new opportunities for others across Renewal SA to build skills or gain experience. * Identify and address underperformance of teams through proactive monitoring and activities to correct issues. |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Delegate | | | Role occupant | | |
| This position profile accurately outlines the expectations of the role. | |  | I have read and understood the role and expectations of me. | |  |
| Name |  | | Name |  | |
| Title |  | | Signature |  | |
| Signature |  | |
| Date | Click to enter a date. | | Date | Click to enter a date. | |