

Position Description

Position Title:	Head of Marketing		
Report to Position:	Chief Executive Officer		
Business Unit:	Marketing		
Location:	Melbourne	Date Effective:	February 2019
Status:	Full Time	FTE	FTE – 1.0

Kidney Health Australia

Kidney Health Australia (KHA) is the national peak body for kidney disease. We are a profit for purpose organisation dedicated to providing valued, sustained programs that empower and improve the lives of people affected by kidney disease. Our mission is to promote kidney health through education, advocacy, research and support. KHA is a close-knit and passionate organization caring for the Kidney Community throughout Australia.

Overview

The Head of Marketing will be primarily responsible for the development, implementation and evaluation of the KHA marketing strategy, as well as leading the development and execution of campaigns which raise awareness and issues surrounding kidney disease. This position will contribute to the delivery of best-practice, multi-channel marketing strategies including, but not limited to print, media and digital.

The Head of Marketing will form part of the Senior Leadership Team. The role will also work very closely with key stakeholders, both internal and external, to ensure KHA is well positioned to deliver on its strategy and to provide the trajectory for KHA to grow the organisation to provide ongoing vital support to the kidney community.

The role does not include Communications, media and PR responsibilities, however they may be considered depending upon candidate experience.

DUTIES & RESPONSIBILITIES

Marketing Strategy
<ul style="list-style-type: none"> • Develop and Implement a five year marketing strategy that supports and delivers on the overall business strategy. • Working collaboratively with other stakeholders, play a significant role in the transformation of KHA’s digital platform, including system architecture and strategy, CRM, website and App redevelopment • Support other KHA teams to identify, enable and secure relevant business partnerships, diversified revenue streams and enhanced community engagement and advocacy • Develop and execute a comprehensive and integrated print, media and digital marketing strategy to effectively build supporter and volunteer relationships and partnerships • Collaborate with internal stakeholders to develop and execute plans and strategies which broaden program reach and have meaningful impact • Provide strategy for content, branding, and voice across KHA’s digital platforms. • Responsibility for the monitoring and reporting of impact of social media and online campaigns; analyse and review effectiveness of campaigns in an effort to maximise results

- Conduct market research and track and monitor the performance, range, health and strategic alignment of Kidney Health Australia’s brand and key messages
- Enable collaborative cross-functional project teams, manage brand and awareness
- Develop and oversee delivery of integrated marketing and communications strategies (both internal and external) for key KHA projects, campaigns and initiatives including but not limited to:
 - Awareness
 - Kidney Health Week
 - General Awareness campaigns
 - Fundraising Campaigns
 - Appeals
 - Lotteries
 - Events
 - The Big Red Kidney Walk
 - Kidney Kar Rally
 - Kidney Kids Camp
 - Service Programs
 - The Big Red Kidney Bus
 - Kidney Helpline
 - Transplant House
- Establish initiatives, policies and procedures that deliver ongoing improvements in service delivery

Brand Development Strategy

- Lead the development and implementation of KHA’s brand strategy to support and enable KHA’s vision
- Undertake ongoing review and measurement of brand strategy across KHA’s network, including third parties such as corporate partners, community fundraisers and other groups
- Conduct continuous competitor analysis

Leadership

- Provide effective leadership to drive the performance and output of the team including day to day management of the Marketing and Communications teams
- Accountable for budget, timelines and reporting
- Provide strategic advice and recommendations to the CEO and Senior Leadership Team on marketing strategies
- Other duties as directed by the CEO

KEY SELECTION CRITERIA

Mandatory Pre-Requisites

- A tertiary degree in marketing or other relevant qualification

- A minimum of 5 years of relevant marketing experience with progressively responsible management duties, as well as at least 2 years of supervisory experience
- Thorough understanding of marketing or communication principles and related strategic planning
- Exceptional communications/interpersonal skills to clearly articulate ideas, frame challenges, highlight opportunities and offer solutions
- Significant experience working with external organisations from a range of sectors, disciplines and backgrounds and effectively managing stakeholder relationships

Highly Desirable Pre-Requisites

- Strong Communications skills
- Understanding of the not for profit sector and related marketing and communications approaches