

Position Description

Position Title:	Brand and Communications Specialist		
Direct Reports:	GM, Marketing and Community		
Business Unit:	Marketing and Community		
Location:	Melbourne	Date Effective:	Immediate
Status:	Full Time	FTE	1.0

Kidney Health Australia is the peak body for kidney health in Australia, promoting awareness and early detection of kidney disease, advocating for better treatment and research options into life threatening kidney conditions, and providing resources and support programs so that people with kidney disease can manage their condition and have a better quality of life.

POSITION OBJECTIVE

Manage Kidney Health Australia's brand communications and awareness raising activities to increase stakeholder and consumer understanding and engagement, while also supporting the delivery of key business imperatives such as early detection and research.

The Brand and Communications Specialist is responsible for the development and delivery of all brand content across key consumer touchpoints – earned media channels, KHA website, patient resources, promotional collateral and consumer newsletters. This position will ensure the Kidney Health Australia brand is portrayed accurately, consistently and positively across all touchpoints to ensure high engagement and delivery of key strategic objectives.

DUTIES & RESPONSIBILITIES

Strategic marketing and communications

- Work with the Marketing and Communications team to develop, implement and evaluate a marketing and communications strategy to build Kidney Health Australia's reputation as the peak body for kidney health and kidney disease management.

Brand and web content management

- Develop and coordinate the application of KHA's visual and verbal brand identity across all consumer touchpoints, and respond to business unit requirements
- Manage the Kidney Health Australia's brand guidelines and application across all communication channels.
- Manage the brand content on KHA's website, including administrative control over content delivered by other teams

Marketing campaign and promotion

- Work with the GM, Marketing and Community in the development and delivery of key awareness raising and stakeholder campaigns such as early detection and research
- Develop and coordinate the delivery of high-quality marketing collateral and stakeholder communications including printed brochures, fact sheets, videos and merchandise
- Manage the production of the monthly e-newsletter and biannual donor newsletter, including content coordination and production, database management and distribution
- Manage relationships with external marketing and comms suppliers in the development and delivery of KHA activities

PR and Communication

- Manage all media enquiries, and coordinate PR activities with the support of an external agency for major events
- Maintain and update a centralised case study database and schedule of activities in liaison with other teams
- Coordinate media lists for events and initiatives
- Manage the content and production of the Annual Review and Financial Review
- Work with the Primary Care Education team in the delivery of key consumer resources

Administrative and team support

- Provide SM back up as required in the absence of the Digital Marketing Specialist
- Administrative tasks related to Media and PR such as CRM updating and file management
- Media and PR reporting as required
- Create and manage a Kidney Health Australia's library of digital assets, including photography, video, native files, imagery etc.
- Work with the Digital Marketing Specialist on a Marketing and Communications schedule supporting the rest of business
- Various other duties as directed by the GM, Marketing and Community
- Provide voluntary support as required for KHA activities such as the BRKW, KKR and kids camp.

QUALIFICATIONS & EXPERIENCE

Mandatory Pre-Requisites

- A tertiary degree in marketing, communications or other relevant qualification
- 5+ years practical experience in a brand, marketing and/or communications capacity
- Proven success and experience in the delivery of marketing/communications campaigns and promotional content across multiple channels
- Proven success and experience in the delivery of PR activities and media management
- High level of competency in the coordination and delivery of high-quality branded collateral
- A proven track record working within the digital marketing environment with tangible experience working with multiple and relevant platforms including website CMS's, EDM platforms, CRM databases and SM scheduling platforms
- Experience liaising with external graphic designers, printers and other collateral production suppliers
- Cooperative, proactive and collaborative approach to work
- Proven time management and organisational skills, with the ability to work under pressure to meet tight deadlines
- Demonstrated ability to collaborate with wide range of internal and external stakeholders
- High attention to detail and commitment to accuracy

Highly Desirable Pre-Requisites

- Competency across the Adobe Creative Suite

Competencies

- Excellent content writing and editing skills
- Excellent marketing and promotional campaign management
- Excellent organisational and planning skills
- Excellent relationship management skills with the ability to engage and influence stakeholders
- High competence in digital marketing platforms including websites, CRMs, EDMs and SM
- Competent budgeting and reporting skills
- Highly motivated self-starter with an energetic, proactive and professional approach