

Marketing Advisor – Employment Success Profile

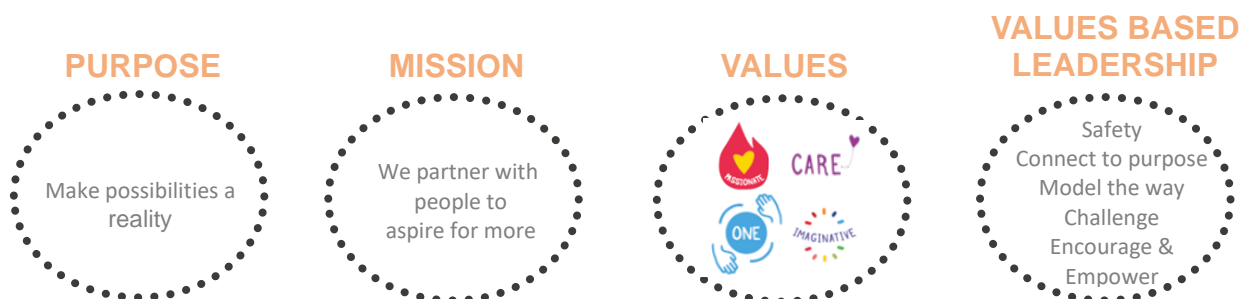
Your division	Sales & Marketing
Your team	Marketing
You report to	National Marketing Manager

PURPOSE OF YOUR ROLE

The Marketing Advisor will support the design and implementation of effective marketing campaigns that build Endeavour Foundation’s reputation in the market and support organisational outcomes through increased brand awareness and service promotions.

The Marketing Advisor is responsible for leading customer acquisition and experience to increase the lead generation and caseload growth and improve customer experience, engagement and retention for Employment programs within Community Solutions Group. In addition, the role will be to support, establish and drive customer attraction and engagement with customers and key referral partners aligned to the business objectives of Employment and wider Community Solutions Group.

ORGANISATIONAL PROFILE



KEY SUCCESS AREAS

SAFETY	<ul style="list-style-type: none"> Committed to working within Endeavour Foundation’s Work, Health and Safety policies and procedures and contributing to our aspiration of Zero Harm within the workplace. Undertake work in a manner that is not harmful to your health and safety and the health and safety of others. Monitor workplace conditions and identify and report potential hazards, incidents and any work related or personal injury or illness (where it may affect your ability to work safely). Demonstrate safety is a priority by attending and actively participating in all OHS and other mandatory training programs.
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CUSTOMER CONNECTION	<ul style="list-style-type: none"> • Ensure that our customers are at the heart of everything we do. • Support a culture of person-centred practice which puts customers and their family, carers and/or guardians at the forefront. • Work together as one team to deliver consistent service and message to all customers. • Provide a customer experience in line with Endeavour Foundation's Values and behaviours, ensuring customer needs are met. • Promote and deliver an exceptional customer service experience in line with organisation mission, vision and values.
OUR PEOPLE	<ul style="list-style-type: none"> • Foster a culture of collaboration whilst maintaining professional relationships with the regional leaders to support the co-create and co-deliver approach across and within the business to achieve shared goals. • Work as part of a team, seek, listen to and act on feedback, whilst cooperating and communicating with colleagues. • Contribute to a culture of innovation, performance and cooperation whilst actively demonstrating the Organisations Values. • Provide mentoring and advice to other team members where appropriate and in a positive and constructive way. • Work hand in hand with the Marketing team to support the successful execution of B2C marketing and sales strategies. • Participate in team building activities, including actively participating in the Performance Partnerships program to ensure individual and team key performance indicators are achieved, and Endeavour Foundation's values and behaviours are consistently demonstrated.
OPERATIONAL EXCELLENCE	<ul style="list-style-type: none"> • Ability to place equal focus on the core responsibilities being Strategy and Enabling support, Internal Engagement and Proactive Marketing. • Identify key focus regions and programs with the focus on driving new customer growth and keeping current customers engaged. • Collaborate with internal and external stakeholders to build and implement marketing strategies aligned to a region's capacity and needs. • Support business growth and development through preparation and execution of marketing objectives, policies and programs whilst advising on marketing elements inclusive of product mix, pricing, advertising and sales promotion, selling, and distribution channels. • Identify and develop the Local Area Marketing (LAM) strategies and tools and training required for the team to best utilise. • Provide support to all the Employment marketing and communications activities as required. • Manage & report on prospect customer data to measure performance, communicate activity, conversions and opportunities for improvement. • Gather, report and analyse customer insight, to identify customer patterns and preferences, personas and support research needs as required. • Generate prospect that lead to registrations for Employment programs with a focus on cross region and cross program employers in line with the B2C Marketing and customer attraction strategy • Develop, coordinate and execute events targeted to our core customer group and referral networks for the purpose of growing new customer leads. • Coordinate production of advertising campaigns involving specialised activities in line with B2C Marketing Strategy and business objectives. • Contribute to the monitoring and evaluation of performance, including digital marketing campaigns and other marketing activities. • Work in partnership with CoAct to maximise mutual Marketing and customer attraction activity and conversion. • Work with Service Delivery to develop case studies, testimonials and other value-added content for marketing purposes.



	<ul style="list-style-type: none"> Contribute content to the website(s) and social media platforms and update regularly to ensure information is accurate and current; Submit regular reports detailing progress against sales and activity targets including frequency, number of calls to and outcomes from existing and new employer accounts.
FINANCIAL SUSTAINABILITY	<ul style="list-style-type: none"> Support Endeavour Foundation's operational viability through continuously identifying opportunities to increase efficiencies. Develop and implement Employment campaign plans and activity on time and on budget. Identify and enable specific high impact cross-referral opportunities across CSG services that tie directly to business objectives and outcomes. Influence and inspire internal stakeholders and leadership to support well designed plans that will benefit Community Solutions commercial success.

WHAT YOU NEED TO SUCCEED

CAPABILITIES	<ul style="list-style-type: none"> Demonstrated ability to strategically partner with the business to drive and deliver on set objectives and initiatives. Demonstrated experience in delivering new approaches and change with the ability to provide innovate solutions initiatives were necessary. Sound understanding of customer life cycle, customer service excellence and sales and conversion strategies. Demonstrated ability, skills and experience to operate professionally and collegially at a team level both internally and externally. Develop and maintain effective relationships/partnerships with key stakeholders, which will involve networking at internal and external events. Demonstrated ability to show sound degree of initiative, judgement, confidentiality, tact and discretion. Self-motivated and ability to work under pressure. High level of organisational skills, attention to detail, with the ability to meet multiple deadlines.
SKILLS & QUALIFICATIONS	<ul style="list-style-type: none"> Tertiary qualification in relevant discipline including Marketing, Business, Communications would be highly regarded. Track record in delivering business results and customer acquisition outcomes. Quality skills in relationship building and marketing and communications. Proficient with Microsoft Office Suite including Word, Excel, Outlook, PowerPoint) and Adobe suite design programs (InDesign and Photoshop). Current Driver Licence.
EXPERIENCE	<ul style="list-style-type: none"> 5+ years marketing & customer acquisition experience in a similar role. Demonstrated experience in a customer centric, commercial or competitive marketing environment. Demonstrated experience in delivering tactical marketing and campaign activity. Direct experience working with external agencies to drive the acquisition strategy. Demonstrated experience within marketing analytics, for example google analytics, data studio, defining campaign KPI's and measuring performance. Experience in managing Social Media activity and within website CMS. Knowledge and understanding of performance drivers and capability for driving performance and meeting outcomes and targets.



