

Position Description

Position Title	Manager Marketing
Portfolio	Advocacy
Reports To	Executive Manager Advocacy
Employment Type	Full-time
Location	West Leederville

Team Overview

This role is within the Advocacy team, which is responsible for amplifying the voice and enhancing the profile and perception of WALGA and the Local Government sector, through contemporary internal and external communications, stakeholder relations (including member engagement and government relations), events and media.

Position Purpose

The Manager Marketing is responsible for providing marketing leadership across all WALGA portfolios. The role will build the marketing strategy for the organisation and specific portfolios, as well as lead marketing campaigns, collaborating with the Manager Media and Communications, Senior Advisor Events and Executive Manager Advocacy.

Leading a team comprised of digital, creative and marketing professionals, the Manager Marketing will ensure WALGA's marketing activity is based on data, insights and strong creative rationale.

Key Accountabilities

Team Leadership	<ul style="list-style-type: none"> • Demonstrate a consistent and visible commitment to WALGA's values and lead the team by fostering a culture of collaboration, accountability, innovation, continuous improvement, and agility • Build and lead a high performing team with the required capabilities, providing guidance and coaching, translating business plan objectives into actionable initiatives, setting clear goals and performance metrics • Management of team budget • Embed accountability into all business processes and decisions • Collaborate with other teams in WALGA to promote and achieve organisational cohesion as it relates to Marketing initiatives.
Marketing Strategy	<ul style="list-style-type: none"> • Develop and implement an integrated, whole-of-organisation marketing strategy to promote WALGA and the Local



	<p>Government sector, support advocacy, increase sector profile and credibility, and support growth in services.</p> <ul style="list-style-type: none"> • Lead delivery of marketing advocacy initiatives. • Provide strategic advice to management and broader team. • Develop and implement ongoing review, feedback and research mechanisms to provide evidence-based measurement, analysis and reporting of the marketing strategy and all marketing activities. • Support strategic projects including marketing technology (MarTech), feedback/consultation programs, advocacy initiatives and issues management.
Campaign Management	<ul style="list-style-type: none"> • Create and deliver marketing strategies for campaigns across multiple portfolios • Brainstorm and develop ideas for creative marketing campaigns, leading agency relationships • Build sector-wide brand and marketing campaigns. Oversee all research and insights required to support campaign objectives • Develop and apply robust measurement tools, review mechanisms and reporting of campaigns to ensure positive impact and outcomes
Stakeholder Engagement	<ul style="list-style-type: none"> • Build strategic alliances with key stakeholders to enhance the profile and perception, amplify the voice and advance positive advocacy outcomes for WALGA and the Local Government sector • Be an integral member of the CRM implementation team and further develop marketing technology to ensure integrated and comprehensive data capture, organisation, analysis and reporting, to increase transparency, improve advice and service delivery, and strengthen relationships • Implement integrated, tailored feedback and research mechanisms to provide evidence-based measurement, analysis and reporting of all stakeholder engagement activities • Prepare presentations for the WALGA President and CEO
Digital Projects	<ul style="list-style-type: none"> • Lead major digital transformation projects with external suppliers • Provide internal support and advice on internal digital transformation projects
Brand Management	<ul style="list-style-type: none"> • Manage the WALGA brand to ensure clarity, consistency and understanding of the role and purpose of WALGA and enhance the profile and perception of the Association

Key Relationships

Who	Why
Internal	
Manager	<ul style="list-style-type: none"> • Escalate issues, make suggestions and provide updates • Provide expert advice and contribute to decision-making. • Identify emerging issues/risks and their implications and propose solutions

	<ul style="list-style-type: none"> • Report on progress towards business objectives and discuss future directions
Direct Reports	<ul style="list-style-type: none"> • Lead regular discussions and decisions regarding key projects and deliverables • Lead, direct, manage and support performance using the PACE program and Capability Framework • Provide guidance and coaching, translating team objectives into actionable initiatives • Foster a positive growth mindset and a strong sense of customer service
Team	<ul style="list-style-type: none"> • Provide marketing advice to members of the Advocacy portfolio and subject matter experts across WALGA business units • Promote a collaborative and inclusive work culture and balance the success of the organisation with individual and team goals • Actively seek out opportunities to contribute to the broader organisation, supporting the accomplishments of teammates • Foster a sense of unity and cooperation to achieve shared goals
Stakeholders/Members	<ul style="list-style-type: none"> • Manage expectations and resolve issues • Manage tailored member engagement based on a member segmentation model • Provide expert advice on marketing-related issues and strategies • Optimise engagement to achieve defined outcomes • Communicate needs and facilitate routine business transactions • Monitor, direct and address enquiries
External	
Stakeholders	<ul style="list-style-type: none"> • Establish and build professional marketing networks with key stakeholders and partners including member Local Governments, other Local Government associations, industry, professional associations and marketing agencies • Establish and build professional networks and relationships. • Engage in, consult, and negotiate the development, delivery, and evaluation of projects. • Manage expectations and resolve issues • Monitor, direct and address enquiries
Supplier/Service Providers and Consultants	<ul style="list-style-type: none"> • Manage expectations and resolve issues, communicate needs, and facilitate routine business transactions • Negotiate contracts and service agreements • Manage contracts and monitor the provision of service to ensure compliance with contract and service agreements



Key Competencies

Knowledge and Experience	<ul style="list-style-type: none">• Significant marketing strategy and campaign experience• Demonstrated experience with complex stakeholder relations• Strong understanding of digital including Marketing Technology and collaboration tools• Experience in liaising with external creative, marketing and technical agencies• Experience providing leadership and vision, professional authority, credibility and the ability to inspire confidence, unity and cooperation to achieve shared goals• Well-demonstrated emotional intelligence• Demonstrated project management experience, including leading the delivery of concurrent projects• Experience in directing and aligning human and financial resources to achieve strategic priorities• Knowledge of market research techniques and marketing application• Campaign management skills and demonstrated ability to deliver outcomes on time and to budget• Knowledge of the role and relationship of Local, State and Federal Governments (<i>desirable</i>)• Previous experience in or with a member-based organisation (<i>desirable</i>)• Tertiary qualifications in Marketing or equivalent (<i>desirable</i>)
Skills	<ul style="list-style-type: none">• High level interpersonal skills and ability to influence both internal and external stakeholders, leveraging relationships and networks to secure outcomes• Demonstrated ability to support, promote and champion change, and assist others to engage with change• Digital and social media management including marketing platforms• Project management skills and understanding how to manage the priorities of multiple stakeholders in a complex environment• Ability to set priorities, plan work programs, meet deadlines and manage time effectively• Ability to negotiate and influence in a time pressurised environment• Highly adept at using Microsoft 365 applications as well as utilising web-based applications and online tools.
Behaviours	<ul style="list-style-type: none">• Lead by example, demonstrating exceptional accountability in all endeavours• Mentor and guide others in developing their future thinking capabilities and actively foster a collaborative team culture, encouraging trust, cooperation, and accountability• Speak with expert authority, effectively influencing stakeholders and shaping outcomes• Champion a culture of continuous improvement and foster innovation in service delivery



	<ul style="list-style-type: none">• Promote a culture of safety and ensure WALGA's WHS policies, procedures, and programs are effectively implemented and adhered to• Identify, assess, and manage WHS risks within work area, ensuring appropriate risk mitigation strategies are in place and ensure that all potential risks are properly reported• Identify and manage psychosocial risk factors through effective interventions• Foster a culture of openness and support regarding mental health and well-being, encouraging employees to seek help when needed
Values	<p>Ability to demonstrate and apply WALGA's values.</p> <ul style="list-style-type: none">• Respect - We act honestly, with integrity and respect• Excellence - We strive for excellence and an environment of continuous improvement• Accountability - We take responsibility and work openly and transparently• Collaboration - We value strong relationships and partnerships• Curiosity - We encourage a spirit of enquiry, and an innovation mindset