

POSITION DESCRIPTION

Position Title	Marketing and Business Development Manager
Current Incumbent	New role
Department	TBC
Location	Support Centre
Reports To (<i>Position</i>)	Executive Lead Marketing and Communication
Positions Reporting to this Position	Nil
Effective Date (of PD)	April 2019

Main Purpose/ Primary Objective	<p>The primary purpose of this role is to manage the local area marketing and sales strategy for Lutheran Services' Retirement Living, Aged Care and Home Support businesses to meet organisational goals.</p> <p>As brand custodian, the role will also ensure the organisation is consistently represented as a trusted, respected service provider.</p> <p>The role will support strategic marketing, communication and sales capacity building projects as required, working in a multidisciplinary team and collaboratively with staff locally, across other services and the head office.</p>
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Key Accountabilities/Key Result Area
<ul style="list-style-type: none"> • Develop and implement local area marketing and sales plans, in collaboration with Service Managers, to meet organisational goals • Undertake brand custodian role across all internal and external facing communications • Create and deliver outcomes-focused campaigns, marketing collateral, community promotions and events • Train and support Client Service Advisors to achieve sales targets • Direct and oversee media buying, advertising, digital and other third party agencies • Manage digital marketing program and website strategy and content • Identify, plan and drive service and product development to meet market expectations • Contribute to content development, editing and copywriting for print and digital projects • Plan and manage market research • Maintain the local area marketing budget • Monitor and evaluate all marketing and sales activity, reporting to the executive team • Provide support to marketing capacity and capability projects from time to time

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- Forge positive working relationships across multi-disciplinary teams, from senior executives to care providers
- Provide strong leadership to the marketing and communication team to deliver outcomes

Key Relationships/ Interactions	Client Service Advisors, Service Managers, Marketing and Communication team, Support services, local Lutheran congregations, community groups, external consultants and suppliers, health and hospital referrers, other facilities.
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Position Requirements (Knowledge and Experience)	<ul style="list-style-type: none"> • Tertiary qualifications in marketing and/or communications or relevant • 10+ years' marketing experience, including management-level skills • Demonstrated experience in local area marketing, sales strategy and business development • Excellent communication and decision-making skills, within a collaborative environment • Proven ability to create and implement marketing and sales plans that deliver business outcomes
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Culture	<p>At Lutheran Services we foster a culture that supports high performance. Our leadership team believes a high performance culture is characterised by:</p> <ul style="list-style-type: none"> • A learning and growing environment • A high achievement orientation • A sharing environment - information, resources, ideas and goodwill • Commitment to being the best we can be • Humility, fairness and openness in how we go about our work. <p>All within the context of acting in the best interests of Lutheran Services and working in accordance with our Values.</p>
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Prepared By	<i>Date</i>	/	/	
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We certify that the content of this position description is accurate:

POSITION DESCRIPTION

Incumbent's Signature	<i>Date</i>	/ /
Manager's Signature	<i>Date</i>	/ /