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## Role description

Role Title	Marketing and Communication Manager
Team	Strategy and Research
Location	Slacks Creek
Classification Level	Contract
Reports to	Advocacy and Development Director

**Our Vision** - Building independence and participation.

**Our Purpose** - YFS backs people to overcome adversity and to thrive.

- Our Values** -
-  **Excellence** - we deliver high quality services and have high expectations
  -  **Integrity** - we act honestly and openly
  -  **Optimism** - we think and act with confidence about people and the future
  -  **Steadfastness** - we persist to overcome barriers and adversity with our clients
  -  **Courage** - we challenge ourselves and others to create change



YFS has a long history of working with and empowering First Nations peoples. The [YFS Cultural Framework](#) sets out our continuing commitment and the actions we will take as a community member, a service provider and an employer to back First Nations peoples to achieve their aspirations and thrive

YFS is committed to promoting a unified, harmonious, safe and inclusive community. We recognise that all types of diversities deepen and enrich our community and provide an invaluable asset for our future.

*We pride ourselves on ensuring our services and work environments are safe, inclusive, welcoming and accessible for all, regardless of ethnicity, gender, gender identity and expression, sexual orientation, disability, or religion.*

## Primary purpose

The Marketing and Communications Manager will lead and execute the marketing and communication strategies to enhance brand awareness, engage target audiences, and drive business growth. This role involves overseeing the creation and delivery of diverse marketing and communications campaigns while collaborating with various YFS teams to ensure consistency and alignment to programs and clients.

## Key accountabilities

### Service delivery

- Develop and implement comprehensive marketing and communications plans that align with the YFS's objectives, conduct market research and analyse trends to identify opportunities and areas for improvement, and set and monitor key performance indicators (KPIs) for marketing and communications activities.
- Oversee and support the creation of engaging and relevant content for various channels, including the website, social media, email campaigns, press releases, and print materials, ensuring all content is consistent with YFS's brand's voice varying by audience, style, and messaging guidelines.
- Manage digital marketing efforts, including SEO, SEM, social media advertising, and email marketing, while analysing and reporting on the effectiveness of digital marketing campaigns and making data-driven recommendations for improvement.
- Support YFS's advocacy efforts to improve service systems and challenge social inequity through all marketing and communication efforts.

### External relationships

- Develop and maintain relationships with media outlets and journalists, and manage press releases, media inquiries, and public relations efforts to enhance the company's public image
- Support YFS leadership to build YFS' services, relationships and brand with strategically significant stakeholders and partners.

### Leadership and values

- Apply YFS values, ethics, policies and procedures across all work practices. Contribute to the resolution of work-related matters by being honest, approachable and responsive.
- Support the development of YFS leaderships understanding of brand, communication and image through collaborative work.

### Teamwork and collaboration

- Build and foster internal collaborative partnerships with all leaders to support the specific service stream services voices for external marketing and communication efforts in line with the organisational strategy.
- Actively assist leaders with projects to support marketing, communication and messaging.
- Contribute to developing a cohesive team by participating in meetings, scheduled activities and team processes. Share information, communicate and present ideas in team meetings.

### Professional accountability

- Use YFS and partner information and resources accountably.
- Undertake work in accordance with team standards and YFS policies, protocols, and procedures, including workplace health and safety, risk management, and relevant legislative requirements.
- Work within the standards and principles of a Child Safe Organisation.

### Problem solving and decision making

- Identify and resolve problems and contribute to improving working processes and procedures to improve service delivery to clients.

## Administration

- Enter data, maintain records and complete documents in line with YFS document management and record keeping procedures.

## Cultural respect

- Acknowledge the history and ongoing impacts that Aboriginal and Torres Strait Islander people experience
- Deliver services that are person and community centred for Aboriginal and Torres Strait Islanders and people from diverse cultural backgrounds.

## Relevant skills, knowledge and experience

### Experience and qualifications

- Relevant tertiary qualifications (Degree in relevant discipline) and/or experience are essential.

### Knowledge and experience specific to the role

- Experience in planning, developing, and executing both digital and traditional marketing campaigns; proven track record in managing and enhancing brand image and awareness; and ability to conduct market research to understand customer behaviours, market trends, and the competitive landscape.
- Experience in developing content strategies that align with business goals, creating engaging and relevant content for various platforms including blogs, social media, websites, and email newsletters, and understanding SEO best practices and their application to content.
- Experience in managing social media accounts, developing social media strategies, and measuring campaign success; proficiency in email marketing tools and strategies including segmentation, automation, and analytics; and experience with paid advertising platforms such as Google Ads, Facebook Ads, and LinkedIn Ads.
- Exceptional writing and editing skills for creating clear, concise, and compelling marketing materials; experience in handling public relations activities including press releases, media relations, and crisis communication; and the ability to communicate effectively with internal and external stakeholders.
- Proficiency in analysing marketing data and metrics to measure the effectiveness of campaigns and strategies, along with the ability to create detailed reports and presentations for executive management.
- Experience in managing multiple marketing projects and campaigns simultaneously.
- Demonstrated organisational skills to plan and prioritise work efficiently and effectively, and to manage competing demands and priorities
- Refer to the applicable competencies in the Social, Community, Home Care and Disability Services Industry Award.

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### Other role requirements

- Current Queensland C Class driver licence
- Current Positive Notice Blue Card
- Current National Police Check.

## Additional information

An employee may be directed to carry out such duties as are within the limits of the employee's skill, competence and training. All employees are required to observe YFS' policies and procedures. Employment in the position will be subject to an annual performance plan and review, with initial appointment subject to a probationary period of five months.