

POSITION TITLE:	Marketing & Consumer Business Partner
FTE:	1.0 FTE (38 hours per week)
CLASSIFICATION:	
DIVISION:	Corporate Business
PROGRAM:	Marketing & Consumer Insights
LOCATION:	<p>Hybrid, in accordance with the Windermere Ways of Working with your primary location being the South Eastern Melbourne region, including outreach to support consumers (if applicable to your position).</p> <p>Windermere reserves the right to request you to work at any Windermere location, including our main offices at Narre Warren and Pakenham.</p>
TENURE:	Permanent ongoing
DATE:	January 2025

1. ABOUT WINDERMERE

Windermere is an independent, not for profit community service organisation working across Victoria including key regional locations, to help those who need it most. Established in 1992, our aim remains constant; to build stronger, connected and supported communities.

Working together with our community, we deliver many services through critical partnerships with government to meet our purpose.

We aim to get in early to help children, families and individuals find the best solutions for their varied and complex issues.

Our support comes in many forms with a focus on intervention, prevention and education to make a difference in the areas of:

1. **Family Wellbeing** by promoting positive behavioural changes, providing parenting supports and responding to violence and/or neglect to achieve safety and stability
2. **Disability Support** by providing assistance to identify the right supports and goals that matter most to enable people of all abilities to actively participate in their communities
3. **Development & Early Childhood Education** by delivering accredited quality early childhood and care services and specialist early intervention services to help children reach their full potential
4. **Victims Assistance** by providing timely and ongoing practical and emotional support for victims of trauma, assault and/or violent crime
5. **Community Strengthening** by mobilising support services to respond quickly to emergencies, disasters and emergent needs.

We believe that everyone is someone in our community and this is reflected in our approach with those we work with every day.

2. OUR PURPOSE, VISION AND VALUES

Our Purpose:

We get in early to make a difference in the lives of individuals, families and communities.

Our Vision:

A stronger, connected and supported community.

Our Promise:

Our many services working together with you for a better life.

3. MARKETING PURPOSE

Our Purpose:

Elevate Windermere's reputation and impact, growing meaningful connections, driving a consistent and exceptional experience for all stakeholders (consumers, referrers & partners).

We do this by:

- Monitoring and interpreting external trends
- Leading consumer and stakeholder feedback, analysis and insights
- Enhancing brand awareness and understanding
- Creating and executing strategic marketing and communication initiatives
- Attracting and retaining Windermere consumers and supporters
- Activating a meaningful connection with our stakeholders through high impact, timely and accessible communications

4. KEY RESULT AREAS, RESPONSIBILITIES AND PERFORMANCE MEASURES

Key Result Areas	Responsibilities	Performance Measures
Brand Management	<ul style="list-style-type: none">• Develop the Windermere Brand Strategy in collaboration with the Marketing & Engagement Manager and the Marketing Insights Partner• Coordinate the Brand Strategy implementation across the organisation• Oversee Windermere's brand maintenance, awareness and recognition	<ul style="list-style-type: none">• Increased brand awareness and recognition• Increased brand reach• Strong brand consistency and execution
Business Partnering & Strategic Advice	<ul style="list-style-type: none">• Providing marketing guidance and strategic advice to key stakeholders and areas of Windermere such as service departments• Establishing and overseeing Marketing Champion process across the organisation• Leading the education and engagement of Windermere's marketing strategy and marketing principles across the organisation• Overseeing and coordinating the development and maintenance of specific marketing strategies that will enable us to achieve our overarching marketing strategy – communication strategy, social media strategy, digital marketing strategy, brand strategy etc.• Maintain up to date knowledge of relevant organisational competitors and marketing landscape	<ul style="list-style-type: none">• Staff approach marketing for strategic guidance as oppose to approaching with solutions already in mind• Successful rollout of Marketing Champions across Windermere

	<ul style="list-style-type: none"> • Leading Windermere's Partnership Marketing efforts (internal & external) • Building and fostering collaborative relationship with partner organisations that mutually benefits both partners and helps us achieve our objectives 	
Project Management	<ul style="list-style-type: none"> • Attending service marketing meeting meetings, identifying marketing opportunities and briefing work into the team • Managing projects and jobs, including briefing work into the team • Overseeing all marketing campaigns and projects from a timeline and task management perspective • Ensuring campaigns and projects are on track and meeting key deliverables • Development of key campaign strategies and project maps • Optimising campaigns and projects that drive improved performance and efficiency • Engaging key stakeholders to identify and implement solutions • Managing the implementation of solutions that deliver a better end-to-end experience for the user/audience 	<ul style="list-style-type: none"> • Campaigns and projects meeting deadlines • Campaigns and projects meeting objectives • Organisation wide growth in understanding of marketing activity and outcomes • Ensure every campaign has SMART objectives with appropriate measures to determine success
Continuous Improvement, Data Analysis & Reporting	<ul style="list-style-type: none"> • Ensure improvements and insights identified by the Marketing Insights Partner is imbedded in our work • Facilitate a culture within our team of collaboration, innovation, adaptability optimisation • Working with Marketing Insights Partner to develop project and campaign reports • Working with their team and services teams to identify and implement innovative solutions and improvements 	<ul style="list-style-type: none"> • Understanding of ROI across all campaign activity
Supporting & Reviewing Team Work	<ul style="list-style-type: none"> • Reviewing all content, communication and design work • Approving relevant content, communication and design work • Supporting the development of content, communication and/or design work when required • Ensuring all content, communication and design work meets the Windermere voice, brand and style guide • Stepping into the Acting Manager role as required 	<ul style="list-style-type: none"> • Increased reach of Windermere content • Increased brand awareness • Maintaining quality and consistency across team work and outputs
People, Culture, Capability & Team Management	<ul style="list-style-type: none"> • Building and fostering a positive working environment within the team • Allocating adequate and effective resources to projects and campaigns • Ongoing management and day to day supervision of staff performance to 	<ul style="list-style-type: none"> • Regular, one on one meetings with all direct reports • Timely completion of performance reviews for all direct reports • Performance & Development Plans in place for all staff

	<p>ensure they understand their role and what is expected of them to create a positive work environment and the support needed to perform their duties effectively</p> <ul style="list-style-type: none"> • Management of staff training to leverage development and opportunities • Coaching staff to propose solutions as oppose to raising problems only 	<ul style="list-style-type: none"> • Direct reports coached and developed to be effective in their roles • Identify gaps in team knowledge or skills and work with them to provide training • Teams proposes solutions as oppose to raising problems only
Supplier relationship management	<ul style="list-style-type: none"> • Managing external relationships with suppliers as required around strategy, branding, content, communication and design • Sourcing and identifying suppliers as required • Identifying when outsourcing is required to achieve project and campaign goals 	<ul style="list-style-type: none"> • Efficient management of external suppliers • Maintaining of supplier relationships • Keeping within Design budget • Meeting production deadlines
Budget and Finance	<ul style="list-style-type: none"> • Developing Marketing Budget for the Financial Year in collaboration with the Marketing & Consumer Insights Manager • Management of income and expenses in line with monthly budget • Ensure campaigns and expenses are within timeframes and budgets 	<ul style="list-style-type: none"> • All activities are delivered as per agreed budgets and timings • Achieve revenue targets in line with budgets
Organisational expectations and directives in relation to policies and procedures and the organisation's purpose, vision and values.	<ul style="list-style-type: none"> • Familiarise yourself with and adhere to Windermere's Policies and Procedures, including the Code of Conduct, Human Resources policies and guidelines and Occupational Health and Safety obligations. • Demonstrate dedication and commitment to work in accordance with Windermere's values and behaviours. • Attend prearranged dates scheduled for supervision and organisation wide training, including organisation forums and on line induction and be actively involved in the 6-week induction review, 3 and 6-month probationary reviews and a recurring annual performance review with the relevant supervisor. • Contribute to or participate in Continuous Quality Improvement (CQI) activities of the organisation, and will implement CQI strategies into their work practices. • Meet the challenges of change as it occurs within the service and organisation. 	<ul style="list-style-type: none"> • Ensure policies, procedures and codes are complied with at all times. • Ensure all interactions are undertaken in accordance with the behaviours set, as outlined in the Code of Conduct. • 100% attendance at performance reviews. • Completion of induction and orientation within set timeframes. • Positively embrace and adopt change as it occurs. • Ensure arrangements are made so that 100% of courses are attended or completed. • Report risk to the appropriate Windermere personnel and utilise current risk management tools and procedures available. • Protect the rights, safety and wellbeing of children and provide a child safe environment.

	<ul style="list-style-type: none"> • Attend or complete foundation and position specific training courses set by the organisation and attend or complete discretionary training as approved by the supervisor. • Actively assess, manage and where possible mitigate workplace risk including (OH+S), consumer related risk, reputation risk and personal risk. 	
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The employee will be expected to perform other duties outside those set in this position description as directed from time to time which are within the employee’s skill, qualification, experience and competence level to meet the organisation’s operational needs.

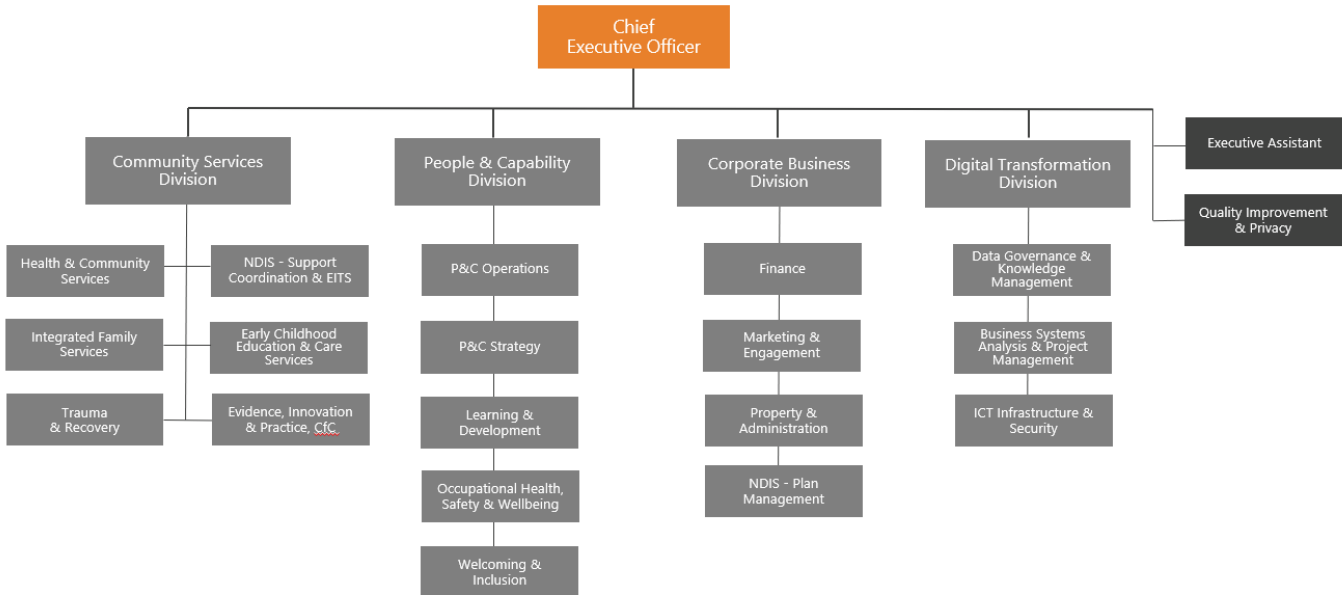
This position description may be amended from time to time at the organisation’s discretion. Where there is inconsistency between KPIs in this position description and those within the Organisation Objectives, the Organisation Objectives will stand.

Windermere is committed to creating equitable environments for consumers and employees, this by building diverse and inclusive services and workspaces, where all peoples from Aboriginal & Torres Strait Islander, CALD, LGBTIQ+ Communities and those living with disability will know and feel accepted, affirmed, safe and celebrated. Windermere is delivering this through the continued development and implementation of our Welcoming and Inclusion Strategy as we seek to provide a diverse workforce at all levels.

5. ORGANISATIONAL RELATIONSHIPS

- LINE MANAGER:** Manager, Marketing & Consumer Insights
- SUPERVISES:** Social Media & Events Coordinator, Content & Communications Coordinator, Senior Designer
- INTERNAL RELATIONSHIPS:** Services, Corporate Services, Executive Team
- EXTERNAL RELATIONSHIPS:** Contractors (Educators, Service Partners and Sub-contractors), Suppliers & Donors

Organisational Structure



6. KEY SELECTION CRITERIA

- Minimum of 3-5 years' experience in marketing, brand management, and/or campaign coordination
- Tertiary qualification (Bachelor or higher) in Marketing or equivalent
- Proven experience in leading significant change management processes and/or launching new initiatives
- Skilled in executing partnership strategies
- Proven experience in the day-to-day management of internal and external partnerships
- Proven experience in project management
- Demonstrated ability to implement a test and learn approach, coordinating iterative improvements
- Demonstrated ability to manage resources and campaigns within a budget
- Strong written and verbal communication skills
- Ability to discuss and resolve problems using tact and discretion
- Ability to work as part of a team at all levels of the agency
- Flexible – happy to roll your sleeves up when needed
- Willingness to promote and support practices that are inclusive, culturally responsive, safe and accessible.
- Current Victorian Drivers' Licence
- Willingness to undertake relevant pre-employment screening and checks
- Police Check, Pre-Employment Medical and Working with Children's check
- Right to Work in Australia e.g. Australian Citizen, Permanent Resident or Visa holder with full working rights

7. APPLICATION DETAILS

To maximise your opportunity for employment, it is recommended that you provide the following information:

- Covering application letter briefly addressing the Key Selection Criteria
- Current Resume

I have read this document and agree to undertake the duties and responsibilities listed above.

I acknowledge that:

- The PD is an indication of the duties and responsibilities that I may be required to undertake. Additional or other duties and responsibilities may be allocated to me. Where additional training and support is required to fulfil extra or other duties of a similar level of responsibility, it will be provided within the guidelines of Windermere's Training and Development policy.
- The PD will be reviewed regularly in consultation with me.
- The Key Performance Indicators (KPIs), where included in this document, are indicative. KPIs will be set by the immediate supervisor in discussion with me, for each year (or another set period) and my performance reviewed against those KPIs.

Occupant:

Name: _____

Signature: _____ Date: _____