

POSITION DESCRIPTION

Job Title:	Marketing Project Officer
Business Unit:	Fundraising & Marketing
Reports To:	Marketing & Communications Manager
Direct Reports:	N/A
Location:	Melbourne, Victoria
Hours:	Full time (76hrs per fortnight)
Date Updated:	May 2024

About Red Nose

Red Nose is a national charity working to save little lives through research and education and to support families impacted by the death of a baby or child during pregnancy, infancy and early childhood.

Red Nose is Australia's leading authority on safe sleeping and safe pregnancy advice and has been a key provider of bereavement support following pregnancy loss, stillbirth, baby and child loss for over 40 years. We work hard to ensure parents whose baby or infant dies suddenly or unexpectedly are able to access appropriate bereavement support and care; regardless of where they are based in Australia.

Position Purpose

The Marketing Project Officer is a key role within the Marketing & Communications Team and is responsible for planning, executing, and completing marketing and communications projects within specified deadlines and budget constraints. This role involves working with internal teams, maintaining effective communication with stakeholders, and building collaborative relationships.

The Marketing Project Officer will engage with internal and external stakeholders, ensuring seamless communication, mutual understanding, and successful collaboration. This role will be responsible for nurturing existing relationships, and ensuring all deliverables are met.

Key Internal Relationships

- Fundraising, Marketing and Communications Team
- Bereavement Services Team
- Education Team
- CEO and Board Directors

Key External Relationships

- External stakeholders
- Supporters
- Skilled volunteers

Key Tasks

Project management for the marketing and communications team

- Develop comprehensive project plans outlining scope, timelines, milestones, and resource requirements
- Manage the strategic, creative and production processes across multiple internal clients, projects and channels
- Complete budgets, timelines, written and verbal WIPs and contact reports
- Monitor project progress and adjust as necessary to ensure successful completion
- Create and maintain project documentation, including project plans, status reports, and other relevant materials
- Craft clear and actionable briefs for the internal digital and design team, and external freelance designers
- Identify potential risks and develop mitigation strategies
- Proactively address issues and challenges to keep the projects on track
- Prepare thorough and insightful post campaign reports and present them to stakeholders
- Monitor and report on competitive insights

Stakeholder liaison for various projects

- Day to day liaison with stakeholders
- Build excellent internal and external relationships to foster collaboration
- Understand the stakeholder objectives and proactively manage expectations
- Deliver activities and benefits for stakeholders
- Provide regular reporting on outcomes and activities
- Build ongoing engagement and identify growth opportunities
- Update the CRM when appropriate with stakeholder information

General

- Financial management and reporting
- General administrative tasks
- Ensure all records are accurate and comprehensive and provide all data required for robust reporting
- Undertake all training required to understand and accurately use Red Nose systems and processes
- Contribute to the development of an excellent high performing team culture
- Comply with OH&S requirements

Experience & Qualifications

Essential

- 3 years' experience in project management or client services in a marketing or communications environment
- Proven end-to-end project management experience, including collaboration with various internal departments and external suppliers
- Excellent time management and organisational skills and the ability to handle multiple projects simultaneously while adhering to deadlines
- Experience briefing and working with a creative team
- Proven ability to build, foster and sustain relationships (internally and externally) based on mutual trust, respect and understanding

	<ul style="list-style-type: none"> • Excellent communication and presentation skills • Financial management skills • Demonstrated drive and motivation, and commitment to learning and growth
Desirable	<ul style="list-style-type: none"> • Tertiary qualifications in a relevant discipline (communications, business, marketing) • Experience in a creative agency environment highly regarded • Experience working for a not for profit • Understanding of health as it relates to pregnancy, childbirth, and infant wellbeing

Skills & Technical Expertise

Essential	<ul style="list-style-type: none"> • Process-driven, able to multitask and manage time effectively • Able to problem-solve and use available technologies and information to maximise efficiencies and deliver effective outcomes • Strong communication and writing skills with excellent attention to detail • Able to work effectively and proactively, both independently and within a team environment • Able to communicate clearly and openly with different audiences, promoting collaboration and building consensus • Proactive and solution-oriented approach to deliver excellent outcomes
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Personal Attributes

Essential	<ul style="list-style-type: none"> • WElcoming – creating spaces of comfort, collaboration and belonging • Courageous – comfortable with the uncomfortable. Willing to have a go, identify mistakes and learn from them • Accountable – demonstrating integrity in everything you do • Respectful – valuing the contributions of all • Everyone together– working with passion for our cause • Resilient - the ability to work through, withstand and recover quickly from difficult situations
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Quality, Safety and Improvement

Essential	<p>Red Nose employees have a responsibility and accountability to contribute to the organisation's commitment to Quality, Safety and Improvement by:</p> <ul style="list-style-type: none"> • Acting in accordance and complying with all relevant Safety and Quality policies and procedures; • Identifying risks, reporting and being actively involved in risk mitigation strategies; and • Participating in and actively contributing to quality improvement programs • Complying with all relevant clinical and/or competency standards.
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Checks – employment subject to:

Essential

- National Police Check
- Working with Children Check
- Driver’s Licence [if travel is required]

Authorisation

Position authorised by: Director of Fundraising, Marketing & Communications

Employee signature: _____

Date: ____/____/____