

## POSITION DESCRIPTION

<b>Job Title:</b>	Content Manager
<b>Business Unit:</b>	Fundraising & Marketing
<b>Reports To:</b>	General Manager, Fundraising and Marketing
<b>Direct reports:</b>	Visual and Digital Designer
<b>Location</b>	Docklands Office – Melbourne
<b>Date Updated:</b>	September 2019

### Position Purpose

The Content Manager is a key role within the Fundraising & Marketing Team and is responsible for the development and ongoing implementation of an integrated multi-channel content strategy to increase awareness and revenue for Red Nose's activities.

The role will develop and implement an annual content plan with a strong focus on developing our digital channels, and provide marketing communications services for all Red Nose business units.

Working closely with the General Manager and Leadership Team, the role is helps us achieve our fundraising and community engagement objectives by providing high quality content.

Key Internal Relationships	Key External Relationships
<ul style="list-style-type: none"> <li>• General Manager, Fundraising &amp; Marketing</li> <li>• Fundraising &amp; Marketing Team</li> <li>• GM, Services and National Services Team</li> <li>• Chief Executive Officer</li> <li>• Chief Financial Officer &amp; Staff</li> </ul>	<ul style="list-style-type: none"> <li>• Donors and supporters</li> <li>• Ambassadors/Influencers</li> <li>• Bereaved families</li> <li>• Suppliers</li> </ul>

### Key Tasks

- Develop and implement an integrated multi-channel content strategy to drive increased revenue and engagement.
- Develop and implement an organisation-wide content plan linked to key activities and campaigns.
- Develop and execute marketing campaigns to meet the content and design needs of all Red Nose business units including Fundraising, Education, Grief and Loss, and Operations.
- Implement specific digital engagement and acquisition activities to drive awareness of and engagement with our content by our key audience groups.
- Implement advertising and lead generation activities to support key revenue initiatives, including the Red Nose Day and other national campaigns.
- Plan and implement search marketing and optimisation activities (Google Grant and paid AdWords campaigns).
- Plan, implement and manage Red Nose social media accounts ensuring content is engaging and leads to growth in follower numbers and average engagement.
- Plan, write, edit and publish email marketing campaigns in line with agreed supporter journeys and campaigns.
- Plan, write, edit and publish content for Red Nose's websites ensuring content is engaging and conversion is maximised.
- Work closely with ambassadors, partners and influencers to develop content for key campaigns and activities including Red Nose Day and other national campaigns.
- Develop and maintain a content back of stories, photography, video content and other marketing assets.

- Provide coaching and supervision for team members to help them grow and develop, and create an excellent high performing team culture.
- Contribute to an excellent high performing team culture.
- Provide input into annual strategic planning, budget process and related activities.
- Provide regular reports to Management on progress and results of communications and brand activities.
- Undertake all training required to understand and accurately use Red Nose systems and processes.
- Comply with OH&S requirements.

#### **Experience & Qualifications**

<b>Essential</b>	<ul style="list-style-type: none"> <li>• Minimum three years' experience in marketing communications and/or campaign management.</li> <li>• Strong writing and editing skills with strong attention to detail and the ability to write effectively for different audiences and channels.</li> <li>• Demonstrated campaign management experience including proven ability to develop and execute multi-channel content to improve engagement and conversion.</li> <li>• Excellent time management and organisational skills and the ability to handle multiple projects simultaneously while adhering to deadlines.</li> </ul>
<b>Desirable</b>	<ul style="list-style-type: none"> <li>• Experience in fundraising or advocacy.</li> <li>• Video production/editing skills</li> <li>• Understanding of medicine/health as it relates to pregnancy, childbirth, perinatal and infant wellbeing.</li> </ul>

#### **Skills & Technical Expertise**

<b>Essential</b>	<ul style="list-style-type: none"> <li>• Able to distil complex issues into easily understandable ideas, concepts, communications.</li> <li>• Strong digital communications skills across social, search, email, and web.</li> <li>• Proven ability to craft compelling stories and content.</li> </ul>
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#### **Personal Attributes**

<b>Essential</b>	<ul style="list-style-type: none"> <li>• Creative flare and a passion for storytelling.</li> <li>• High level of personal accountability, self-initiative and drive</li> <li>• Results driven</li> <li>• Ability to think creatively and to contribute innovative new ideas</li> <li>• Empathy, diplomacy and tact.</li> </ul>
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#### **Authorisation**

Position authorised by: General Manager, Fundraising and Marketing

Employee signature: \_\_\_\_\_

Date: \_\_\_\_\_ / \_\_\_\_\_ / \_\_\_\_\_