



## **Snowdome Marketing & Communications Manager**

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### **Snowdome Foundation:**

Each year, more than 19.5 thousand Australian adults and children are newly diagnosed with a blood cancer (Lymphoma, Myeloma and Leukaemia). That is the equivalent of 53 per day, or one person every 27 minutes. There are no screening programs available or lifestyle changes that can prevent this, and the lifetime risk of developing a blood cancer in Australia is now 1:12.

Snowdome Foundation's vision is to give every Australian blood cancer patient the best opportunity for a cure. To achieve this, Snowdome supports research and clinical trials to accelerate next generation treatments with funds generated through our donor engagement events and activities. Our success is directly attributable to the generosity of our donors, our reputation and the impact of our support.

### **Position Purpose:**

This is an essential role that will lead the development and delivery of the marketing and communications programs to engage and grow our audiences, support the achievement of our strategic priorities, and build upon and contribute to the promotion of Snowdome's impact.

Reporting to the Head of Stakeholder Engagement, this is a dynamic and multi-tasked role with responsibility for the brand framework and public face of Snowdome Foundation, delivering a range of original, strategic and highly targeted engagement campaigns.

### **About You:**

We are seeking a motivated, values-driven person with a passion and understanding of the not-for-profit sector combined with a love for engaging audiences. This role will suit someone who is creative, an incredible storyteller, a great wordsmith, is engaging, has bucket loads of initiative and a can-do attitude. The successful candidate will have experience in developing and executing engagement initiatives, be digitally savvy, have excellent marketing and communication skills, loves the craft and wants to make a real and measurable difference.

In return, Snowdome can offer you: the chance to work with professionals who are best-in-class in a range of fields; development opportunities to grow your skills; and the ability to see the impact of your work in people's lives.



**Position Description:**

<b>Position Title:</b>	Marketing & Communications Manager
<b>Reporting To:</b>	Head of Stakeholder Engagement
<b>Employment Status:</b>	Part Time (FTE 0.6 – 3 days per week)
<b>Remuneration:</b>	Competitive Salary Salary Packaging available
<b>Location:</b>	Flexible working arrangement. South Yarra Office, Melbourne

<b>Position Summary:</b>	This role is responsible for strategic internal and external communications and marketing including brand management, alongside media, digital and social media tactics to drive our fundraising campaigns and increase engagement. This position will contribute to the delivery of the Snowdome Foundation strategic plan through innovative marketing and communication strategies and will work to ensure the promotional and positioning activities complement our organisational objectives.
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<b>Key Relationships:</b>	Internal	<ul style="list-style-type: none"><li>• Snowdome Founders and Board Directors</li><li>• Chief Executive</li><li>• Snowdome Executive Team</li><li>• Snowdome Committees</li></ul>
	External	<ul style="list-style-type: none"><li>• Agencies – Creative, Media, Digital</li><li>• Donors</li><li>• Partners &amp; Sponsors</li><li>• Stakeholders – Ambassadors, Volunteers</li><li>• Researchers</li></ul>



## Key Responsibilities:

Responsibility Area	Key Tasks/Activities
<b>Marketing &amp; Communications</b>	<ul style="list-style-type: none"><li>• Lead the planning, development, execution and evaluation of the marketing and communications strategies to help deliver our Strategic Goals.</li><li>• Ensure the annual marketing and communication plans support our business and revenue growth objectives through a range of engagement campaigns to effectively demonstrate our impact and engage existing and new supporters, donors, stakeholders, researchers and audiences.</li><li>• Lead the campaign management process from planning through to delivery with a targeted mix of online, digital, social, direct and traditional marketing tactics.</li><li>• Manage the delivery of the quarterly e-news, website and other digital collateral.</li><li>• Work with external agencies to deliver our major engagement campaigns and digital strategies.</li><li>• Champion and manage the overall implementation of the Snowdome brand guidelines across all channels and communications.</li><li>• Drive performance and be accountable for budget, timelines and reporting.</li><li>• Develop and oversee communication campaigns, ensuring these are in line with the marketing and fundraising plans and maximises audience engagement.</li><li>• Lead the development and management of the Snowdome Ambassador Program.</li></ul>
<b>Annual Review</b>	<ul style="list-style-type: none"><li>• Working alongside the Chief Executive, conceptualise, write and deliver the Annual Review.</li></ul>
<b>Stakeholder Management</b>	<ul style="list-style-type: none"><li>• Build strong internal and external relationships with key stakeholders including Board, Executive, Committee Members and agencies.</li><li>• Use data and insights to communicate key promotional performance and strategic initiatives effectively to stakeholders.</li></ul>
<b>General</b>	<ul style="list-style-type: none"><li>• Communicate accurately, succinctly and in a manner which promotes a service orientation.</li><li>• Ensure all policies and procedures are adhered to, including the preservation of confidential information.</li><li>• Embrace a hands-on, team approach to support key event delivery.</li></ul>



**Selection Criteria: Qualifications, Experience and Competencies**

	<b>Essential</b>	<b>Desirable</b>
<b>Qualifications</b>	Tertiary qualification in marketing, communications, media or a related discipline and/or equivalent demonstrated experience.	
<b>Experience</b>	<p>At least 7+ years marketing/comms experience.</p> <p>Demonstrable experience in the creation and implementation of exceptional written communication projects across diverse channels.</p> <p>Proven track record of developing highly engaging and successful marketing campaigns.</p> <p>Established expertise in the functionality and usage of CMS and CRM platforms.</p>	Demonstrated experience in leading and building digital communication capacity in an organisation.
<b>Competencies</b>	<p>Engaging storyteller with outstanding communication abilities.</p> <p>Exceptional organisational skills to enable the delivery of a high standard of work with outstanding attention to detail and accuracy.</p> <p>Enthusiastic, positive and outgoing approach with advanced interpersonal skills to confidently interact and communicate with people at all levels and differing degrees of marketing and medical research knowledge.</p> <p>Data driven approach and ability to translate into meaningful insights.</p>	Well-developed people management skills and the ability to build engagement across the organisation.
<b>Other</b>	A strong alignment and commitment to our values and behaviours, with a working style that reflects these and contributes to a constructive, high-performance culture.	Experience working within or alongside the not-for-profit sector.



**Other Relevant Information:**

**Eligibility**

To be appointed to this position you must be an Australian/New Zealand Citizen, or an Australian Permanent Resident currently residing in Australia.

The successful applicant may be required to obtain and provide a National Police Check or equivalent.

**Flexible Working Arrangements**

We work flexibly at Snowdome, offering a range of options for how, when and where you work.

**Performance Appraisals**

Performance review and career development discussions take place on a six-monthly basis.

**Diversity and Inclusion**

We are working hard to recruit people who represent the diversity of our community. Snowdome is committed to providing an inclusive culture where all our people can thrive, feel supported to do their best work and feel empowered to let their ideas flourish.

**Acceptance of Position Description:**

This position description is intended to describe the general nature of the duties performed. It is not intended to be a complete list of all responsibilities, duties and skills required of the position. Other appropriate duties related to the Finance Manager may be assigned that are not listed in this position description. This position is subject to a six-month review.

My signature below indicates that I have reviewed, accepted and received a copy of this position description.

Employee Signature \_\_\_\_\_ Date \_\_\_\_\_

Manager Signature \_\_\_\_\_ Date \_\_\_\_\_