Position Description

Job Title	**Marketing and Communications Manager (Maternity Leave position)**
Department	Marketing and Development
Reports to	Executive Manager, Marketing and Development
Organisational Context	Parkinson's Victoria raises awareness and funds for services and research that improves the quality of life for people living with Parkinson's. Our multi-disciplinary team provides information, education and peer support services to those with Parkinson's, their families and carers, and health professionals. We are a not-for-profit organisation funded in part by the state government, but also relying on membership subscriptions, donations, fundraising and bequests to provide and develop services.
Departmental / Function Context	The Marketing and Development team provides strategy, events and services that positions Parkinson's Victoria as a leading peak body and provider of information, education and peer support services for people living with Parkinson's. The team is accountable for the development and delivery of fundraising strategies and events that raises awareness and funds for research and health services.
Position Purpose / Scope	The Marketing and Communications function is accountable for increasing Parkinson's awareness, brand recognition and support. This includes the development and implementation of strategies to support delivery of health services and fundraising initiatives.
	Key Areas of Responsibility
Program Responsibility	• Overall marketing campaign development and execution • Develop and deliver website and social media strategy • Manage media relations • Implement systems for evaluating, analyzing and reporting on the effectiveness of marketing and communication activities • Ensuring effective, branded communications, including the company website, print communication, and advertising, by establishing standards and providing resources, guidance and training to internal and external stakeholders • Support the Fundraising team to promote campaigns and events • Support the Health team to promote events and services • Co-ordinate the production of key corporate communications
Policy and Planning	• Develop and implement policy, procedures and processes, supported by appropriate systems, for all functions of the department • Contribute to organisation planning and lead Marketing and Communication

	planning activities • Plan and prioritise work load / targets for self and for others on coordinated projects
Management	• Procure and manage relevant suppliers and consultants, establishing deliverables and managing outcomes • Develop, monitor and report on budget • Manage the department within the limits of organisation delegation and policy • Manage print resources, ensuring efficient stock control • Regular Department Reporting to the Executive Manager, Marketing and Development
Other duties	• This role will be required to work closely with the CEO on, for example, media relations • Participation in Parkinson's Victoria events and awareness activities from time to time
	Key Selection Criteria
Qualifications	• Bachelor degree in marketing, communications or related discipline • Current Victorian Drivers license
Experience	• Significant operational experience in developing and implementing communications and marketing strategies that deliver defined outcomes, preferably in the Not-for-profit sector • Demonstrated ability to generate and execute commercially successful high quality, creative and effective PR activities • Demonstrated success in developing and maintaining the daily support of digital media to engage audiences and build the public profile of an organisation • Experience in productively managing the introduction of new processes across organisations • Experience leading project teams • Experience working with volunteers
Knowledge, Skills, and Attributes	• Demonstrated high level skills in developing marketing and communication campaign strategies • Demonstrated success in identifying, initiating and responding to media opportunities • Project management skills, including the ability to establish and deliver outcomes on concurrent projects, within budget and work interdependently and collegiately, • High level of skill with communication discipline tools including PR, digital communication, website development, MS Office Suite, visual communication software products • Exceptional written and verbal communication skills, including editing skills • Knowledge of the disability and health sector and experience of non-profit marketing and communications • Commitment to the values, aims and objectives of Parkinsons Victoria.
	Stakeholders
External Internal	• People affected by Parkinson's, including their families, carers, health professionals and the wider community, supporters, sponsors, media, specialist consultants, suppliers, volunteers (Ambassadors and speakers). • CEO, Health Team Manager, Executive Manager, Marketing and Development • Collaborates with other internal team members

	Conditions of Employment
Hours of Work	• This is a part time position at 21 hours per week (3 days per week). PV's office hours are 9am – 5pm Mon to Fri. • Some flexibility is required due to the nature of the work. Also, rural travel and some weekend work will be required
Pre employment checks	The successful applicant will be required to undergo satisfactory pre employment checks, including three professional referees, a criminal records check, and evidence of professional qualifications.

Position description reviewed August 2017.