

### Manager, Marketing & Creative - Position Description

<b>Department / Industry</b>	Support Services
<b>Agreement / Award</b>	YMCA South Australia Manager Terms and Conditions of Employment
<b>Classification / Grade</b>	\$80,000 - \$85,000 p.a. (at 1.0 FTE) + super

#### About YMCA South Australia

***“We work together from a base of Christian values to provide opportunities for all people to grow in body mind and spirit”*** (our mission).

YMCA South Australia is a not-for-profit community organisation that has served the South Australian community for more than 170 years. With approximately 700 employees, we deliver programs and services across the state in settings including community recreation centres, swimming pools, health and fitness facilities, community centres, camps, early education and schools and youth services.

Our aim is to develop the whole person, helping all South Australians connect with a better life. Not only their physical fitness and capabilities, but also their sense of identity, purpose, hope and dignity; psychological health; resilience; social connectedness; lifelong learning; and their own contribution back into the community. All the elements that together constitute a full, healthy, productive and satisfying life.

Our vision is to see ***“lives enriched through wellbeing”*** in this wider, and more integrated, sense across all of the South Australian communities in which we work

#### The Y Factor

YMCA South Australia’s culture is characterised by what we call “the Y Factor” – ***“genuine care for the whole person, for every person.”*** This ethos runs deep at the Y, being evident in our rich history of positive change around the world. This kind of authentic concern for others opens the opportunity for deeper and more profound impact – both on the community’s wellbeing and our own as staff and volunteers. The YMCA is an environment in which everyone is to be recognised and appreciated as the unique and inherently valuable person they are. A place in which every person can “grow in body, mind and spirit”.

#### Position Summary and Requirements

The Manager, Marketing & Creative works alongside the Head of Marketing & Technology to execute the marketing functions of the organisation. The hands-on Manager, Marketing & Creative will take a lead role in coordinating marketing and design tasks and site requests, ensuring branding, internal standards and timelines are adhered to. The position will play a proactive role towards ensuring organisation initiatives, programs, campaigns and news stories are best marketed through appropriate traditional and digital channels.

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**About the marketing and creative team:** The 3+ person marketing and creative team works together with complimenting skill sets to deliver the organisations marketing and design needs. The team supports the needs and requests of roughly 10 recreation locations and 25 OSHC's/ELC's (ranging from program promotion to integrated membership campaigns and everything in-between). In addition to retail/consumer-oriented marketing, the team also fulfils the organisations business-to-business strategies including tender preparation and communications to the 600+ YMCA South Australia team.

Key Accountabilities	Key Tasks
Management	<ul style="list-style-type: none"> <li>• Maximise revenue generation, business development opportunities and community participation through marketing initiatives and creative services</li> <li>• Build YMCA SA brand and awareness, executing on the organisations B2B strategy</li> <li>• Enact operational improvement and best practice thinking to the marketing team, graphic design processes, and product/service CX.</li> <li>• Form part of the tender response team from a design and content perspective</li> <li>• Provide leadership and training to site staff in areas of specialty (marketing, design, social media).</li> <li>• Perform other duties as required and comply with reasonable directions</li> </ul>
Marketing & Design	<ul style="list-style-type: none"> <li>• Assume a leadership role managing the creative and marketing workflow process, ensuring jobs are completed on-brand, to agreed standards and on time.</li> <li>• Assume a lead role planning and executing marketing initiatives:                             <ul style="list-style-type: none"> <li>○ Brand strategy / awareness / communication</li> <li>○ Major campaigns (concept, collateral)</li> <li>○ Program marketing initiatives (ie. swimming lessons, PT, EP)</li> <li>○ Digital marketing (websites, social media, EDM, SEO/SEM, mobile applications, digital sales funnels)</li> <li>○ Business-to-business marketing initiatives (whitepapers, EDM's, presentations)</li> </ul> </li> <li>• Either directly deliver, or oversee the delivery of:                             <ul style="list-style-type: none"> <li>○ SEO/SEM/Reporting (analytics/Data Studio)</li> <li>○ Social media advertising</li> <li>○ Video filming/production</li> <li>○ Photography</li> </ul> </li> <li>• Be an organisational resource for ad-hoc marketing, social media and communications advice and solutions</li> <li>• Production/oversight of marketing collateral such as posters, brochures, website and e-marketing graphics, print and digital advertisements, signage and more</li> <li>• Ensure the delivery of quality, engaging content and multimedia for websites, social media, campaigns and a range of other applications across the organisation</li> <li>• Assist sites in the utilisation of their websites to communicate with prospects and members, leveraging online presence/apps to complement the in-person experience</li> <li>• Liaise with external suppliers including printers and advertising agencies as required</li> <li>• Ensure all design files and image files are maintained and archived</li> </ul>

Key Relationships	
<b>Position reports to:</b>	<ul style="list-style-type: none"> <li>• Head of Marketing &amp; Technology</li> </ul>
<b>Direct reports:</b>	<ul style="list-style-type: none"> <li>• Graphic Design &amp; Digital Specialist</li> </ul>
<b>Key internal relationships:</b>	<ul style="list-style-type: none"> <li>• Staff at all levels in the organisation</li> </ul>
<b>Key external relationships:</b>	<ul style="list-style-type: none"> <li>• External creative and web agencies</li> </ul>

### Selection Criteria

#### Knowledge, Skills, Abilities and Experience – Essential

- 5+ Years experience in a related field
- Tertiary qualification in marketing, graphic design, creative arts, or similar
- Basic/intermediate Adobe Suite abilities
- High level of attention to detail driven by a relentless passion to produce excellent work
- An understanding of how UX and content interact, strategically aligning digital platforms to support the in-person experience
- Good knowledge of website usability, interface design and site architecture, with experience with website content management systems
- Experience creating and executing end-to-end campaigns including both digital and traditional channels

#### Knowledge, Skills, Abilities and Experience – Desired

- Advanced Adobe Suite abilities
- SEO, SEM, and associated reporting (Google Analytics & DataStudio)
- Tender document compilation (InDesign)
- Digital sales funnels (B2B and B2C)
- Advanced Social Media management (content creation, advertising, reporting)
- Website content & maintenance (Craft CMS); basic working knowledge of HTML/CSS
- Copywriting ability (social media, EDM's, website, tenders, etc)
- Video filming, production.
- Photography
- Relevant project management experience (implementation of marketing, product, technology initiative)
- Experience, knowledge and passion in our primary industries (Recreation & Children's Services)
- Advanced content creation abilities (social media, presentations, webinars, videos, email series, white papers, case studies, business-to-business, etc)

#### Qualifications and Licences – Required prior to commencing

- (HLTAID003) Provide First Aid or equivalent

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- (HLTAID001) Provide CPR or equivalent
- Current Child-Safe Environments (Reporting Abuse and Neglect) Certificate
- National Criminal History Record Check (NCHRC) – Certificate must be within one (1) year from date of issue, otherwise must renew check prior to commencement
- Working with Children Check – Child Related Screening

### Personal Attributes

- Demonstrates a commitment to the YMCA's mission, and is able to role-model the "Y Factor" to others
- Proven capability to build strong and positive relationships with key stakeholders, including consultation and engagement to maximise outcomes
- Creates a fun and exciting work atmosphere that is hardworking and goal orientated
- Demonstrated ability to work effectively both independently and as part of a team
- Creates a welcoming atmosphere by engaging all people in a friendly and approachable manner
- Works as part of a team and shows professionalism
- Punctual in both attendance on shift and attendance at staff meetings
- Promptly responds to customers' needs or concerns
- Recognises and acts on the need for support and will accept and delegate responsibility when required
- Models, demonstrates, and teaches positive values like caring, honesty, respect and responsibility
- Maintains high standards of presentation and personal grooming.

### Safeguarding Children and Young People

- Declare anything you become aware of through the course of your engagement with YMCA which a reasonable person would consider could impede your suitability to have contact with children and young people.
- Act as an extended guardian towards children and young people where you have interactions and at all times take reasonable steps to prevent abuse and neglect.
- Adhere to all policies and procedures relating to safeguarding children and young people and the code of conduct.
- Complete a national/international police check prior to employment and at the discretion of the YMCA.
- Complete a working with children check prior to commencement and maintain currency throughout employment.
- Update your details whenever these change, with the relevant department administering the working with children check or equivalent in your state/territory of residence, as required by applicable laws.
- Report any suspicions, concerns, allegations or disclosures of alleged child abuse/ neglect in line with procedures.
- Participate in safeguarding children and young people training as directed.
- Use standardised methods for receiving and responding to feedback and complaints from children, young people and their families.
- Any new program initiatives are to include consultation with children and young people, using standardised practices and resources.

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- Maintain a working knowledge of policies and procedures relating to safeguarding children and young people.
- Attend any other training legally mandated by your role in relation to safeguarding children and young people.
- Actively promote cultural safety for children and young people from CALD, ATSI, LGBTQIA+ communities and those with disabilities.

### Work Health and Safety

You will be required to:

- Familiarise yourself with all policies, procedures, and work practices of YMCA South Australia.
- Maintain currency of knowledge in relation to work health and safety.
- Maintain a working knowledge and understanding of your centre's Emergency Action Plan.
- Take responsibility for your own health and safety and the safety of the work environment.
- Ensure that your actions and omissions do not adversely affect the health and safety of other persons.
- Comply with all reasonable instructions in relation to work health and safety, including YMCA South Australia's policies and procedures as amended from time to time.
- Assist YMCA South Australia to provide an inclusive workplace by adhering to YMCA South Australia's Access and Inclusion Policy and applicable equal opportunity laws as amended from time to time.
- Inform your manager of any issues or concerns that may affect your ability to perform your role safely.

### Approval of Position Description

<b>Date created or revised:</b>	
<b>Approved by:</b>	
<b>Signed:</b>	

### Acknowledgement of Incumbent

I acknowledge that I have read and understood the requirements of this position.

<b>Name:</b>	
<b>Signature:</b>	
<b>Date:</b>	