

Position Description

Job Title:	Marketing Manager
Team:	Brand Development & Engagement
Reporting to:	Executive Manager, Brand Development & Engagement
Employment Status:	Full time (37.5 hours a week)

About the organisation

Melbourne Royal® is a member-based, not-for-profit organisation that has been enabling communities to celebrate and showcase their passion since 1848.

Our vision is for Melbourne Royal to be globally recognised as a seal of excellence, highly valued for:

- Showcasing food and beverage, produce and producers
- Presenting premier events
- Developing and activating vibrant event spaces

Melbourne Royal's five key strategic pillars are Awards and Competitions, Venue (Melbourne Showgrounds), Melbourne Royal Show, People and Sustainability.

Organisation values

Our values are summarised by the phrase 'Be **First**', which is an acronym representing the following attributes:



Fearless

Confident, brave, courageous, bold, be authentic
Take risks, speak up and have the courage to back yourself.



Innovative

Creative, best practice, forward thinking, think outside the box
Explore and support new ways of thinking to deliver the best solutions.



Respectful

Open minded, honest, be present
Embrace our heritage and diversity, listen and treat people as you would like to be treated



Successful

Outcomes focused, positive, proactive, exceed expectations
Pursue our shared goals, strive to be the best at what we do and celebrate our wins



Together

United team, shared vision, trust
Be open, work together and have fun

About this role

The role is responsible for managing all brand-related marketing for the company and management of the Marketing and Digital Marketing Teams. Development of the marketing strategy in line with the company objectives and overseeing the marketing budget within a service orientated and results driven team is a key part of the role. Ensuring collaboration between the Marketing, Digital Marketing and PR, Communications and Engagement Teams is key to ensure the effective planning, execution and reporting of campaigns.

Key responsibilities

The key objective of this position is to lead, collaborate and innovate in the delivery of marketing campaigns for Melbourne Royal competitions & awards, the Melbourne Royal Show and Melbourne Showgrounds, including, but not limited to:

- Develop and implement marketing plans to service the key pillars of Melbourne Royal's strategic plan
- Develop integrated *campaign plans* outlining the marketing mix and appropriate tools or channels to effectively deliver the campaign
- Set workflows, monitor outputs, track progress, budgets and reporting in line with marketing and campaign plans
- Brand guardianship to maintain a consistent voice for the brand throughout all internal and external marketing deliverables
- Manage, lead, develop and coach direct reports and guide marketing skill advancement
- Receive briefs and ensure they are comprehensive before delivering to the Creative Services Manager
- Build relationships, collaborate and manage deliverables with marketing partners
- Develop and maintain brand guidelines, systems and tools to ensure strong brand consistency and compliance across multiple platforms
- Oversee marketing and advertising activities to ensure that brand presence is maximised and strategic objectives are met
- Facilitate campaign planning and debrief meetings with internal teams
- Build and maintain relationships with key suppliers
- Develop and monitor processes to ensure an efficient working environment and high standard of service delivery from the Marketing Team
- Manage team meetings, planning sessions and overall team culture
- Leverage customer research to identify trends, opportunities and key issues
- Develop and maintain sound relationships with key internal and external stakeholders

Key Competencies of the Role

- A tertiary qualification in marketing or similar discipline is preferred
- 5+ years' experience in a senior marketing or marketing management role, ideally in an event-based environment
- A proven track record in campaign/project management and the planning and execution of marketing campaigns
- Exposure to and an understanding of digital marketing
- Ability to manage multiple projects against set deadlines and budgets
- Proven leadership skills with the ability to motivate, collaborate and share knowledge
- Excellent interpersonal and relationship management skills
- Strong organisational and time management skills with the ability to multitask and meet tight timeframes
- Intermediate skills in MS Office Suite
- Highly developed oral and written communication and interpersonal skills, including a demonstrated ability to liaise, negotiate and manage strategic relationships
- A high degree of initiative, creativity and innovation
- Process driven
- Collaborative and open, credible and engaging demeanour
- Enthusiastic and self-motivated, flexible and responsive to change
- A sense of humour, diligent, punctual and reliable.

Organisation compliance

- All employees are required to have and maintain a current Working with Children Check
- In line with directions issued by Victoria's Chief Health Officer, all employees at Melbourne Royal must be fully vaccinated against COVID-19 and will be required to provide COVID-19 a vaccination certificate or valid medical exemption.
- Be available to work the 11 days of the Melbourne Royal Show.
- Work additional hours in the lead up and during events (including after hours and weekends).
- Adhere to Melbourne Royal's Code of Conduct, policies and values.