

## Position Description

### Role Details

Role:	Marketing Manager
Reporting To:	Director, Media and Communications
Work Location:	Flexible
Status:	Part Time 0.6FTE (21 hours per week) Maximum Term Contract role until 30 June 2020 (with a possibility of extension, dependent on funding)
Award Classification:	Level 6 \$91,187.46 per annum (pro rata \$54,712.47 for 0.6FTE) plus super and salary sacrificing Social, Community, Home Care & Disability Services Award 2010

### Responsibilities & Main Duties

- Develop multiple detailed national marketing plans across projects and programs to a tight budget.
- Work within current branding and messaging guidelines to deliver disability rights focused marketing across innovative channels.
- Liaise strongly with all parts of the organisation to ensure coordination of marketing activity.
- Work with data to analyse and inform marketing campaigns.
- Create accessible and relatable content for people with disability, particularly communities who face barriers to access information.

### Organisational Participation

- Role model key organisational values and behaviour
- Participate in PWDA general staff meetings, team meetings, PWDA committee meetings and organisational development activities such as strategic planning and policy development
- Participate in relevant professional development activities including training

## Selection Criteria

### Essential

- Demonstrated understanding and commitment to the rights and interests of people with disability
- Demonstrated excellent communication skills (verbal and written)
- Demonstrated extensive experience developing and delivering highly successful marketing campaigns, particularly for not-for-profit organisations
- Demonstrated experience in developing collaborative and consultative marketing strategies
- Demonstrated experience in working to existing branding and messaging guidelines
- Extensive social media marketing experience
- Demonstrated experience at delivering communications to marginalised communities who may use different communication channels
- Demonstrated experience in creating accessible communications, and liaising with suppliers of accessible content
- Demonstrated excellent interpersonal and organisational skills
- Excellent capacity to manage timeframes and competing priorities, including managing deadlines

### Desirable

- Personal or family experience of disability
- Qualifications in communications, design or marketing or related discipline
- Demonstrated experience in using and maintaining Civi CRM and Mailchimp

## Other Job Requirements

- Working with Children Check.  
*PWDA is a registered employer under the Child Protection (Working with Children) Act, 2012. The successful applicant must be approved under the Working with Children Check prior to taking up appointment.*
- NSW Police Check.  
*PWDA receives funding from Ageing, Disability and Home Care (ADHC), NSW Department of Families and Community Services (FACS) under the Disability Inclusion Act 2014. The successful applicant must be approved under the NSW Police Check prior to taking up appointment.*

*PWDA reserves the right to alter this position description from time to time in accordance with the needs of the organisation.*

## Application Processes

For more information about this role, please contact:

El Gibbs	Email:	<a href="mailto:recruitment@pwd.org.au">recruitment@pwd.org.au</a>
	Mobile:	0408 682 867
	Phone:	(02) 9370 3100 or 1800 422 015
	TTY:	1800 422 016

Submit your application, with your preferred contact details to El Gibbs, Director, Media and Communications by email on [recruitment@pwd.org.au](mailto:recruitment@pwd.org.au).

If you need to submit your application in an alternative format, please contact [recruitment@pwd.org.au](mailto:recruitment@pwd.org.au) or by phone on (02) 9370 3100.

Your application needs to include:

- Your full resume, including the names and contact details of 2 professional referees.
- A letter (maximum 3 pages) outlining how you meet the selection criteria.

**Closing Date for Applications is 8am Monday 24 February 2020.**

Please indicate in your application if you need PWDA to make any reasonable accommodations for you during the application and selection process for this position.

*PWDA is a proud employer of people with disability, and people with disability are strongly encouraged to apply for these positions. We are an EEO employer and we embrace the diversity of our people, such as diversity in disability, race, cultural background, ethnicity, age, gender identity, sexual orientation or intersex status.*