

POSITION DESCRIPTION

Position: Marketing Manager

Reports to: Executive Director, Karen Williams

Primary Objective: To effectively manage the marketing operations of the Indigenous Literacy Foundation to ensure maximum impact for fundraising and communications to our multiple audiences and stakeholders.

CORE RESPONSIBILITIES

- Oversee, execute and manage the branding and delivery of all ILF marketing collateral & communications including: Website, social media, direct marketing (digital & print) such as newsletters, corporate communications, video, banners and merchandise.
- Create and deliver Fundraising Campaigns (digital/print) including *Great Book Swap*, Booksellers, EOFY, ILD and Festive campaigns.
- Overall management of events (key partnerships with ABA, Writers Festivals & conferences).
- Management of Indigenous Literacy Day, ILF's major annual and major advocacy event.
- Management and Strategy – participate in strategy and planning meetings, manage budgets and staff including artists, volunteers and casual staff.

Specific Tasks

- Timely delivery of all ILF's communications including all printed material (such as newsletters, brochures), website and social media;
- Plan and execute the annual marketing plan (for ED and ILF Board approval);
- Create and deliver marketing campaigns to targeted audiences;
- Produce and co-ordinate fundraising campaigns and events (with Marketing Coordinator);
- Manage CRM marketing database (in Salesforce) and its development;
- Responsibility for all ILF corporate communications *and style guide* (including company reports, stationery and electronic banners);
- Undertake administrative duties;

- Attend relevant functions and events, festivals and conferences to promote ILF;
- Manage ILF volunteers (including all communications from employment to record of employment to functions);
- Keep an up to date Marketing Manual on processes, storage of all files and images; and along with ILF style guide.

Essential Skills, Qualities & Qualifications

- Tertiary Marketing qualifications and relevant experience
- Identification and commitment to ILF's vision and work
- Experience managing diverse workload and deadlines and people
- Excellent written skills
- Ability to work well under pressure
- Excellent communication skills, written and spoken
- Ability to participate in events and conferences when needed
- A team player!