



Wildlife Victoria Inc
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POSITION DESCRIPTION
Marketing Manager

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|------------------------|--------------------------------|
| Position Title | Marketing Manager |
| Days, hours | 12 month contract, 1 FTE |
| Location | Abbotsford Convent, Abbotsford |
| Reporting to | Head of External Relations |
| Direct report/s | Communications Officer |

Role and Responsibilities

This senior marketing role reports directly to the Head of External Relations and is responsible for overseeing Wildlife Victoria’s marketing and communications functions.

The role has one direct report and will work closely with the Head of External Relations and the Fundraising and Volunteering teams.

This role is responsible for delivering Wildlife Victoria’s Marketing and Communication functions;

- Lead the development and implementation of Wildlife Victoria’s marketing and communications strategy to drive brand awareness and grow the organisation’s financial supporter base.
- Manage the delivery of all marketing and communications functions, including paid advertising, our website, social media, EDMs, DMs, and public relations.
- Oversee the development and implementation of an annual communications calendar to ensure regular, consistent messages are shared with volunteers, donors and other stakeholders.
- Manage brand integrity.
- Ensure the organisation is prepared to manage marketing and communications functions in the event of future natural disasters.
- Manage relationships with key internal and external stakeholders, suppliers, service providers and partners.
- Manage and monitor the marketing and communications budget.
- Deliver monthly KPI reports to the Head of External Relations.
- Some after-hours work may be required in relation to stakeholder engagement, issues management and being on call for media enquiries.
- Other duties as required as directed by the Head of External Relations.

Selection Criteria

Essential:

- A Bachelors degree in marketing
- Minimum 4 years experience in marketing / communications
- Experience in delivering paid and organic campaigns via digital and traditional media
- Media relations experience
- Experience in and aptitude for database management and technical aspects of digital platforms
- Demonstrated understanding of data driven approaches to decision making
- Ability to work constructively with a team to achieve outcomes
- Ability to work independently
- Demonstrated ability to work positively with a range of stakeholders
- Leadership experience

Desirable:

- An interest in wildlife and animal welfare issues
- Copywriting experience
- Experience with Salesforce Customer Relationship Management Software
- Experience with email campaigns and related platform(s), particularly Pardot
- Experience with donor acquisition campaigns
- Donor event management experience
- Experience managing external service providers to undertake fundraising campaigns (eg telemarketing)

About Wildlife Victoria

Our wildlife Emergency Response Service receives requests for help from members of the public to assist sick, injured and orphaned native animals via our 24/7 emergency phone and online reporting system.

In 2021, we received more than 100,000 requests for help for wildlife and assisted almost 90,000 native animals in their time of need.

When a member of the public contacts us about a wildlife situation, our Emergency Response Operators provide advice to help the caller manage the situation appropriately, and when necessary, arrange for a trained volunteer to attend. They also liaise with other organisations to ensure the best possible outcome for the animal.

The rescue service relies on an extensive state-wide network of rescue and transport volunteers, veterinarians who provide pro-bono services for wildlife, and the licenced carers and shelters who accept animals into their care for rehabilitation and release.

In addition to the rescue service, through our education programs and activities we help wildlife by providing people with the knowledge and skills they need for peaceful and positive co-existence with wildlife, and by facilitating positive community attitudes toward wildlife.