



POSITION DESCRIPTION

Position title	Marketing Manager	Incumbent	TBA
Reports to	Grand Secretary	Location	288 Victoria PDE East Melbourne 3002
Department	Marketing	Date PD reviewed	April 2023

<p>Position purpose</p> <p>The Marketing Manager will drive internal and external Marketing of Freemasons Victoria by the development of strategies and plans, to meet the overall objectives.</p> <p>This role will have operational responsibility for all Marketing Activities.</p> <p>The priorities of this role relate to Freemasons Victoria’s profile in the community. The Promotion and protection of its brand and the engagement with the Community to attract and retain members through demonstrating relevance to the community.</p> <p>The role will engage with external leaders to promote the ideals of the organisation, to raise revenue and support and maintain charitable activities.</p> <p>The role is responsible for the development of a Marketing strategy, and to initiate and develop plans to achieve the strategy. It will provide leadership and direction on matters related to Marketing. It will provide guidance and advice on Marketing within the organisation.</p> <p>The incumbent will need to engage with the leadership of Freemasonry, the membership, full time staff, volunteers, other internal and external stakeholders to develop and execute operational plans and initiatives.</p>
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The role will manage multiple stakeholders to facilitate and regulate ideas for major marketing initiatives.

The role is critical in encouraging and maintaining a collaborative and positive climate within Freemasons Victoria and with its external stakeholders.

In all matters, the appointee is expected to emulate the values of Freemasonry, at the heart of which is the belief that everyone deserves to be treated with dignity, respect, care and compassion.

Position level

Experienced

A self-starter and experienced Marketing Manager that performs with minimal supervision. The incumbent applies subject matter knowledge; requires capacity to understand specific needs or requirements and ability to influence senior leadership and stakeholders both internally and externally.

Context

Freemasonry is a fraternal organisation with around 7,000 members in Victoria and more than 4 million worldwide. It offers men of all ages and backgrounds opportunities for self-development, mutual support, education and community service. Members affiliate with an individual Lodge, which plans and manages its own programmes of work, within established State-wide constitutional guidelines. Freemasons Victoria provides each of these 230+ individual Lodges strategic direction and member support, acting as the coordinating centre for Freemasonry in Victoria, similar to other jurisdictions within and beyond Australia.

Key result areas and accountabilities

- To support the positioning of Freemasons Victoria as a contemporary, relevant membership organisation, attractive to today's younger man but honouring and instilling pride amongst the membership.
- To support market research and ensure strategies proposed are evidence-based.
- To manage and develop promotional activities for events.
- To support business development, revenue raising, and partnerships strategy.
- Measuring and reporting the success of marketing initiatives and campaigns.
- Project Management of the production of the Quarterly magazine.
- Production of the weekly and special event/ announcement newsletter.
- Development of external relationships with key organisations to promote awareness and understanding of Freemasons Victoria.
- Manage the website content and design to ensure brand awareness consistent content and easy navigation to attract new members and provide existing membership with the most up to date and relevant content.
- Using social media accounts to ensure consistent messaging promoting awareness and understanding to members and non-members. Proactively managing ongoing content and responding when issues are raised.
- Develop and drive Marketing collateral for member driven initiatives, ensuring consistency with the Freemasons brand within the agreed budget and in line with strategic priorities.
- Mentoring members on Marketing activities at the District and Lodge level.

Competencies and attributes

The candidate will demonstrate:

1. Ability to work under pressure, to tight deadlines and to manage multiple often conflicting challenges with reasonable expectations.
2. Exceptional customer service focus, with an eye for detail and a passion for driving innovation.
3. Knowledge and understanding of current industry trends in traditional and online Marketing programs.
4. An ability to communicate both in writing and verbally the key messages of the organisation both succinctly and consistent with the different target audiences.
5. An ability to engage with members and community leaders, who may be able to support the ideals of Freemasonry by generating revenue.
6. Ability to Manage multiple stakeholders needs, prioritise tasks in a timely manner.

Qualifications and experience

- Bachelor's degree or higher in Marketing or a business-related function.
- Excellent written and verbal communication skills.
- Proven success in developing and executing communication and Marketing strategies including tracking and reporting of results
- Strong project management, multitasking, and decision-making skills
- Experience in engaging with people at all levels both internal and external to the organisation.
- Demonstrated experience in leading, influencing and motivating teams.

Employee values

All staff employed by Freemasons Victoria are required to display personal qualities consistent with the fundamental tenets of Freemasonry. As an employee, you are also required to demonstrate a commitment to the following brand values: Responsiveness, Integrity, Impartiality, Accountability, Respect, Leadership and Human Rights.

Organisational relationships

<i>Individuals, departments and organisations</i>	<i>Nature/purpose of interaction</i>
Grand Secretary and General Manager	The Marketing Manager reports to the Grand Secretary & General Manager. Contact with this position is regular.
Other Managers	Works effectively together with the management team on both operational and strategic matters through the Grand Secretary. Cross-functional collaboration is expected and required. Contact with these managers is on a daily basis.
Senior Grand Officers and their committees	The Marketing Manager works closely with the Grand Superintendent of Communications on a regular basis. The position will also liaise with other Senior Officers as necessary.

Graphic Designer	The Marketing Manager provides leadership and support to this role to achieve agreed objectives per position description and work plan in a manner consistent with Freemasons Victoria's values and code of conduct. The role will provide mentoring and will assist with the professional development for that position. Contact is daily.
Staff and volunteers of other departments	The regular engagement of staff and volunteers to assist in achieving objectives across multiple functions.
Members and their networks	Provides accurate, relevant responses to member queries, ensuring that communication lines remain open and active.

Direct reports
Graphic Designer

Degree of change	
<i>Minor</i> Show initiative/common sense. Suggest improvements.	
<i>Enhance/Modify Existing</i> Adapt or enhance quality or value in existing methods. Make better as part of the day-to-day activities.	X
<i>Improvements</i> Change significantly by enhancing entire existing processes, systems or products	X
<i>Evolutionary Change</i> Develop truly new concepts or methods that break new ground	

Major challenges/key issues
<ol style="list-style-type: none"> 1. Conflicting demands from multiple stakeholders. 2. Effective management of multiple projects and multiple stakeholders 3. Effective management of the Communications staff and volunteers. 4. Strategic and operational focus, e.g., Communications planning and delivery 5. Managing important proactive projects with ongoing issues and concerns being promptly addressed

6. Selling the need for change to employees in other departments without having any direct authority.

This Position Description is a guide only and is not intended to be an exhaustive or exclusive list of the duties of this Position. It is subject to review and modification by the Grand Secretary and General Manager at any time in response to the changing needs of the organisation.