

Title of role:	Manager Marketing & Communications	Incumbent:	VACANT
Team:	Operations	Employment type:	Full time, ongoing

Organisational overview

IPAA Victoria (IPAA) is the peak professional association for the public purpose sector including the Victorian Public Service, the Australian Public Service based in Victoria, local governments, universities and the not-for-profit sector. The public purpose sector has played, and will continue to play, a critical role in delivering for Victorian communities. IPAA Victoria supports this work by providing platforms for professionals and organisations to connect, network, collaborate, learn and problem solve.

IPAA Victoria employees engage with and work across the public purpose sector, building relationships with a diverse range of members and stakeholders to co-design programs, content pieces, and events that meet the needs of the sector.

We build capability through our market-leading professional development programs and events. We provide thought leadership through accessing our extensive network of experts and leading thinkers to explore current and complex issues being faced by the sector. We connect people through our communities of practice, leader networks, mentoring programs and other forums. We recognise and celebrate excellence across the sector through leadership and fellowship awards.

We pride ourselves on continuing to play a central role in supporting the public purpose sector in the important work that it delivers.

Role Purpose

The Manager Marketing & Communications (M&C) is responsible for leading the design and delivery of effective brand, marketing, media and communication strategies and content to underpin IPAA’s program of work.

The Manager M&C supports the CEO and COO and works closely with the Executive Director (ED) Program Delivery to ensure IPAA’s range of services and events are marketed and communicated effectively and consistently across all channels to members and potential members. The role collaborates closely with Program Delivery and Member Engagement to share insights into members and potential members. This cross functional group also identify opportunities to seek and retain sponsorship.

The role provides expertise to the Membership team in driving membership engagement, retention and growth, and ensuring the Corporate partner program is aligned to IPAA’s strategy.

The Manager Marketing & Communications supports the CEO and board in managing public relations and media.

Reporting relationships

This role reports to	Chief Operating Officer (COO)
Roles / functions reporting to this role	Digital Marketing Coordinator
Leadership accountability	Operating within approved budget Growing sponsorship revenue and ensuring commercial viability

Key working relationships / interactions

Who	What/how
Program Delivery team	<ul style="list-style-type: none"> Joint accountability for the marketing strategy and communications plans for Program Delivery Provide expertise in development of Corporate partner program content focused on emerging issues and areas of interest across the public sector
Member engagement team	<ul style="list-style-type: none"> M&C strategy, plans and activities consistently embedded throughout engagement with members and potential members, and Corporate partners Provide expertise in marketing analytics
Chief Executive Officer (CEO)	<ul style="list-style-type: none"> Aligned M&C strategy for members and key stakeholders
Chief Operating Officer (COO)	<ul style="list-style-type: none"> Scheduled and ad hoc quality M&C analytics and reporting to support governance and decision making
Other IPAA divisions	<ul style="list-style-type: none"> Build and maintain relationships with national and interstate M&C IPAA colleagues to share and leverage opportunities

Responsibilities

Key Responsibilities	Accountability / Activity	Performance Indicator/ Measurement
People leadership	<ul style="list-style-type: none"> • Provide role clarity to team members • Build a team culture where staff can thrive • Facilitate effective teamwork and enable collaboration • Model and coach behaviour aligned with IPAA values and the Code of conduct • Manage change and improvement effectively. 	<ul style="list-style-type: none"> • Regular coaching and feedback provided to individuals and team • Induction, feedback and review activities complete and timely • Regular team meetings held • High performing and engaged team.
Marketing & communications strategy & delivery	<ul style="list-style-type: none"> • Lead the development and implementation of the marketing and communications strategic plan • Plan, track, analyse and report on effectiveness of M&C activities to provide sophisticated insights and analytics to support decision making, and CEO/board reporting • Monitor external media channels to identify and share insights on market intelligence and competitor activity • Develop, implement and maintain the IPAA style guide and associated templates • Support the CEO in media relations • Prepare speeches and collateral as required to support CEO engagement with key stakeholders. 	<ul style="list-style-type: none"> • Quality and completeness of CRM data and M&C reporting and insights • Quality and consistency of IPAA internal and external communications • M&C activities within budget • Quality of internal and external stakeholder relationships • Internal and external feedback.
Channels	<ul style="list-style-type: none"> • Manage the Electronic Direct Mail (EDM) calendar • Maintain and update the IPAA website • Manage social media channels including LinkedIn, X (twitter), Facebook, Instagram and YouTube • Track and report on website and channel activity and its effectiveness. 	<ul style="list-style-type: none"> • Alignment and consistency of channel content • Currency and completeness of website and social media content • Usability, accessibility and functionality of website and channels • Channel scorecard trends.
Member engagement	<ul style="list-style-type: none"> • Provide expertise to ensure aligned and consistent communications to members and potential members • Share skills and insights into membership analytics to improve retention and growth • Develop materials for new member induction. 	<ul style="list-style-type: none"> • Member retention • Member participation in programs and events • Internal and external feedback.
Program delivery	<ul style="list-style-type: none"> • Provide expertise and coaching to ensure aligned and consistent M&C activities embedded throughout event and professional development activities • Design and deliver collateral and Corporate partner program content including articles, podcast scripts, email, panel discussion briefing notes and scripts • Manage regular scheduled and ad hoc communications with members • Collaborate with the ED Program Delivery to develop and implement consistent M&C processes and templates • Support and assist the Events team with flagship events as required. 	<ul style="list-style-type: none"> • Quality and consistency of M&C activities to support program delivery • M&C content flexible and aligned to member and corporate partner needs • Credible and effective stakeholder relationships • Internal and external feedback.
Collaboration, teamwork and continuous improvement	<ul style="list-style-type: none"> • Actively contribute to continuous quality improvements across IPAA • Undertake any other reasonable tasks as directed by the COO and the CEO • Ensure knowledge of all relevant IPAA policies, procedures, guidelines and work methods is actively maintained • Complete all mandatory and scheduled training as requested. 	<ul style="list-style-type: none"> • Regular review of work processes and outcomes • Quality and strength of collaborative relationships • Compliance with relevant legislation, regulations, IPAA policies and operating standards • Mandated and scheduled training and development up to date • Internal and external customer feedback.

Key Responsibilities	Accountability / Activity	Performance Indicator/ Measurement
Workplace safety and wellbeing	As an employee: <ul style="list-style-type: none"> Take care of your own health, safety and wellbeing and that of any other person who may be affected by your actions or omissions in the workplace Understand responsibilities and accountabilities of yourself and others in accordance with safety legislation and IPAA policies Promote an open and active safety management and wellbeing culture Maintain a safe working environment within your area of responsibility. 	<ul style="list-style-type: none"> IPAA values and behaviours modelled at all times Safe work practices role modelled at all times Active support and promotion of safety and wellbeing Incidents, accidents and hazards reported as soon as possible.
	As a leader: <ul style="list-style-type: none"> Provide coaching, feedback and training to ensure that all team members practically understand their obligations and responsibilities with workplace wellbeing and safety Conduct regular audits of the workplace, checking for hazards and opportunities for improvement Report and/or assist your colleagues to report accidents, injuries and near misses as soon as possible. 	<ul style="list-style-type: none"> Incidents, accidents and hazards reviewed to minimise future risks Work methods modified as risks identified Safety audits completed and actioned.

Person specification *[selection criteria]*

Qualifications, certifications, professional registration, licences required for role:

- Tertiary degree in communications, marketing, journalism or related discipline; or substantial equivalent experience
- Relevant post graduate studies, desirable
- Australian Marketing Institute (AMI) membership, desirable.

Knowledge and experience

- Substantial experience in leading a marketing and communications function, preferably including in a smaller organisation
- Extensive people leadership experience
- Demonstrated successful delivery of marketing programs including branding, campaigns, product and collateral, print and social media
- Experience gained in a member-based organisation, desirable
- Demonstrated understanding of the broader public purpose sector.

Skills

- Highly developed interpersonal and consultative skills
- Strong skills in external stakeholder management
- Strong analytical thinking and problem-solving skills and ability to deliver innovative solutions
- Sophisticated written and oral communication skills, including management and board reporting
- Sound judgment, able to influence others and be seen as a credible source of advice
- Demonstrated skills in Microsoft Office, MS Dynamics 365 analytics or equivalent, Adobe Creative, video creation and editing, Google Ads, website maintenance (Wordpress).

Personal qualities and attributes

- Driven by a genuine internal and external customer service ethos and able to inspire the same in others
- A team player, able to work in a collaborative way across the organisation and with willingness to reach in to support priority needs
- Commitment to personal learning, development and improvement in pursuit of own performance objectives and those of the team and organisation
- Commitment to IPAA's values with a working style that reflects these.

Employment at IPAA

Prior to commencement of employment with IPAA, candidates must provide assurance and evidence of:

Employment at IPAA

- Proof that they are an Australian citizen or permanent resident, or a New Zealand citizen, or hold a valid visa with permission to work in Australia
- Satisfactory National Police Check (NPC) and/or Working with Children check, as required for the role
- Qualifications, certifications, professional registration, and/or licences required for the role.

The verification process will be completed during recruitment and prior to offer.

All IPAA employees are required to work in accordance with legislation and regulations including but not limited to:

- Occupational Health and Safety Act 2004 (Victoria)
- Anti-Discrimination and Human Rights Legislation Amendment (Respect at Work) Act 2022 (Cth)
- Equal Opportunity Act 2010 (VIC) including prevention of bullying, discrimination, harassment and intimidation
- Fair Work Act (2009) and the National Employment Standards
- Relevant Awards
- IPAA Values, Code of Conduct and other IPAA policies and procedures which may be amended from time to time.

Other:

- Some out of hours work may be required
- Role may be required to work at various member/partner worksites for events and professional development program delivery.