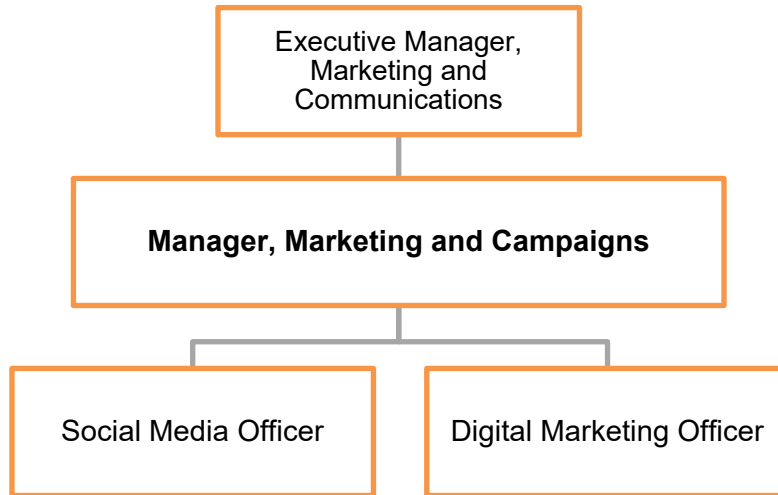


JOB TITLE: **Manager, Marketing and Campaigns**
REPORTING TO: **Executive Manager, Marketing and Communications**
LOCATION: **Western Australia**
SCOPE **0.8FTE**



POSITION OVERVIEW

The Manager, Marketing and Campaigns is responsible for developing and overseeing delivery of Scitech’s marketing and campaign strategy, including advertising, evaluation and ensuring its alignment to the New Scitech Strategy.

This role will have a key focus on increasing and sustaining visitor numbers at the Science Centre, in State-Wide Programs and in the Professional Learning program. This role will also be responsible for leading the marketing effort to place Scitech’s touring exhibitions for lease by other science centre’s nationally and internationally.

As part of the Marketing and Communications team, this role is critical in supporting delivery of the following Key Strategic Focus Areas: an Informed Public Voice for STEM and a Highly Connected STEM Community.

OUR VISION

Scitech’s vision is to be a world leader in providing innovative and creative STEM programs that inspire, engage and develop citizens for Western Australia’s social well-being, economic prosperity and sustainability.

OUR MISSION

To increase awareness, interest, capability and participation by all Western Australians in science, technology, engineering and mathematics.

KEY RESPONSIBILITIES

Increasing and sustaining visitor numbers.

- Development and implementation of marketing and promotion strategies for key campaign periods to drive visitation to the Science Centre and associated programs.
- Set annual media buying strategy and campaign media plans that integrate traditional and digital advertising opportunities.
- Review and adjust media performance and planned bookings ahead of each campaign period.
- Ensure all advertising material is developed to the highest standards and provided to outlets in a timely manner.
- Adjust planned tactics to drive visitation during peak and off-peak periods.
- Ensure marketing and promotion materials for travelling exhibitions are updated with each new exhibition build or refurbishment to enable successful and timely placement of Scitech’s travelling product.

- Develop and execute annual tactical marketing and promotions schedule.
- Assist with media and public relations activity as required.
- Contribute to market and audience research projects to gain strong insights into audience behaviour and adjust strategies accordingly.
- Supervise staff responsible for marketing and campaigns execution, website content and social media activity

Operational Program Management / Tracking

- Overseeing and reporting on marketing budget and expenditure.
- Monitor and evaluate and report on marketing campaigns and projects.
- Track, measure and report on effectiveness of all digital and social media programs and campaigns.
- Act as Scitech's brand custodian and manage approvals of Scitech's logo placement.
- Contribute to development of Engagement and Partnerships business area program, strategy and roadmap.
- Other duties as required by Executive Manager, Engagement and Partnerships.

People & Team Management

- Manage, lead and develop a high performing team, setting team and individual objectives, effective performance reviews and continuous feedback.
- Cultivate a collaborative and capable workforce aligned and engaged with Scitech's business strategy, vision, culture and values
- Work collaboratively across Scitech to plan, share and provide team resources for projects and other initiatives.
- Act as role model for the team and demonstrate commitment to organisational WHS policies, procedures and protocols
- Lead and implement Scitech safety strategy within team

KEY RELATIONSHIPS

All main internal and external relationships.

- Reporting to Executive Manager, Marketing and Communications
- Managing Social Media Officer and Digital Marketing Officer
- Working closely with Science Centre staff to plan and execute marketing campaigns
- Manage key external relationships with media buying, creative and digital agencies, freelance creative suppliers (e.g. photographers) as required.

REQUIRED SKILLS AND EXPERIENCE

SKILLS AND EXPERIENCE	ESSENTIAL	DESIRABLE
Qualification in Marketing or similar	✓	
Minimum 5 years' experience in a similar role	✓	
Demonstrated ability to design strategic marketing initiatives in a competitive landscape	✓	
Demonstrated experience operating with a customer centric and design-led solutions approach.	✓	
Experience in ensure adherence to, and supporting a culture that meets WHS standards, procedures and compliance as required in a workshop and manufacturing environment.	✓	
Ability to build and maintain effective stakeholder relationships	✓	

Experience reporting on set KPI's and demonstrate an eye for continuous improvement and strategic rationale.	✓	
Proven effective written, verbal, negotiation and presentation skills with internal and external stakeholders.	✓	
Demonstrated sound financial literacy including proven experience in developing, managing and reporting to team budgets incorporating cost control and balance sheet management	✓	
Proven effective planning and programming of a business area of an organisation to achieve agreed outcomes within cost and schedule constraints	✓	
Sound experience and knowledge in MS Office products such as Excel, Word and Outlook	✓	
Demonstrated commitment to quality; ability to prioritise work and meet deadlines and self-motivation	✓	

SIGNATURES:

STATEMENT OF THE INCUMBENT:

I accept the accountabilities of this position and agree to produce the results, perform the work, and meet the standards outlined in this Position Description.

Date

Name

Signature

STATEMENT OF THE INCUMBENT'S MANAGER:

I agree to provide a working environment, necessary resources and appropriate training to enable the accountabilities of this position (results, work and standards) to be accomplished.

Date

Name

Signature

Title