

ADRA Australia Limited

Director of Marketing

Commitment: Full-time

Location: Wahroonga, Sydney

Applications Close: 21 June 2020



About the role

ADRA Australia is seeking a qualified and experienced marketing, fundraising and communications professional to join our senior management team.

Reporting directly to the CEO, the Director of Marketing is responsible for the oversight and strategic direction of the marketing, fundraising and supporter care operations of ADRA Australia, with particular attention to income generation, stakeholder engagement, communications and brand management.

The successful applicant will be passionate about social justice, experienced in engaging stakeholders, capable of working in a fast-paced environment, and with demonstrated skills in strategy and planning, fundraising and communications, and team leadership and culture.

A copy of the Position Description for the role is included at the end of this document.

About ADRA Australia

The Adventist Development and Relief Agency (ADRA) is the official humanitarian agency of the Seventh-day Adventist Church.

ADRA Australia works as part of the global ADRA network which reaches into more than 118 countries. Motivated by our faith, we enable people and communities in Australia, the South Pacific, Asia and Africa to improve their health and livelihoods and assist people to prepare for and recover from disasters around the world.

ADRA Australia holds full accreditation with the Department of Foreign Affairs and Trade and is a member of the Australian Council for International Development (ACFID) and the Australian Council for Social Services (ACOSS).

Our Purpose: To serve humanity so all may live as God intended – free from poverty and disadvantage.

Our Values: We conduct our work by being:

Connected - working collaboratively for the best outcome for those living in poverty or distress.

Courageous - persevering through challenging situations.

Compassionate – empathising with the communities we work with and also with each other.

About the Marketing Team

The Director of Marketing leads and manages the Marketing team (seven employees) and its activities. The key objective of the Marketing team is to provide meaningful opportunities for people and organisations to compassionately support others through generous and transformational actions. The Marketing team works collaboratively with the following ADRA Australia departments:

- Programs, both International and National

- Open Heart International
- Finance and Corporate Services

Selection Criteria

Essential

1. A personal commitment to ADRA's purpose, values and Christian beliefs
2. Ability and willingness to promote ADRA's purpose to the Seventh-day Adventist Church constituency and to the general public
3. A passion for social justice and community service delivery
4. A minimum of five-years of employment experience in fundraising, marketing and/or communications, and preferably a relevant academic qualification
5. Demonstrated marketing and fundraising acumen with a proven track record of leading marketing strategy, planning and implementation, of reaching targets, and of identifying trends and opportunities
6. Ability to contribute to organisational strategy development and execution in an agile manner
7. Outstanding written and verbal communication skills with the ability to interact with people from various backgrounds and ages, and to deliver customer service and donor care
8. Prior experience in
 - Leading and managing teams with a track record of achieving targets
 - Conceptualising and delivering multi-channel campaigns and appeals
 - Writing for different mediums and channels
 - Producing high quality fundraising, marketing and/or communication resources
 - Developing strategies and tactics with an expanding focus on digital and data analysis
 - Media relations
 - Crisis communication
 - Understanding Customer Relationship Management (CRM) systems. Salesforce experience will be well regarded.
9. Ability to travel within Australia and overseas

Desirable

1. Prior experience in the international development and/or community service sector
2. Know-how and ability to manage database records and prepare reports
3. Know-how in graphic design, photography and/or videography

Key Competencies

- **Formulating Strategies and Concepts** – Works strategically to realise organisational goals; sets and develops strategies; identifies and develops positive and compelling visions of the organisation's future potential; takes account of a wide range of issues across, and related to, the organisation.
- **Leading and Supervising** – Provides others with clear directions; motivates and empowers others; recruits staff of high calibre; provides staff with development opportunities and coaching; sets appropriate standards of behaviour, gives regular feedback.
- **Persuading and Influencing** – Makes a strong personal impression on others; gains clear agreement and commitment from others by persuading, convincing and negotiating; promotes ideas on behalf of self or others; makes effective use of political processes to influence and persuade others.

- **Deciding and Initiating Action** – Takes responsibility for actions, projects and people; takes initiative and works under own direction; initiates and generates activity and introduces changes into work processes; makes quick, clear, appropriate decisions which may include tough choices or considered risks.

Other Requirements

- At the time of application, the successful applicant will already have the legal right to live and work in Australia.
- Commitment to abide by the ADRA Australia Code of Conduct and organisational policies and procedures. A copy of relevant policies is available on request.
- ADRA Australia takes the prevention of sexual misconduct, harassment and child protection seriously and screens applicants for suitability. The successful applicant will be required to obtain a police check for each country in which the individual has lived for 12 months or longer over the last five years, and for the individual's country of citizenship (including dual citizenship holders). The successful applicant will need to provide their consent to a criminal record check. ADRA Australia recognises that in limited instances it may prove impossible to obtain a reliable criminal record check. In such circumstances a statutory declaration outlining efforts made to obtain a foreign police check, and disclosing any charges and spent convictions may be accepted.
- Applicants will be requested to disclose whether or not they have had a substantiated Sexual Exploitation Abuse or Harassment claim of any nature made against them in Australia or overseas. This is included in the Job Application Form.

How to Apply

To apply, candidates should address the selection criteria in their application letter providing examples of past experiences and qualifications. Forward your letter and resume by 21 June 2020 - along with the names of three work related referees - to: alisonyoung@adra.org.au

If you have questions or need further information, please contact: Alison Young, ADRA Australia, Phone 02 9473 9503 or email alisonyoung@adra.org.au

ADRA Australia is an Equal Employment Opportunity (EEO) employer.

The appointing body reserves the right to fill this position at its discretion.



Connected
Courageous
Compassionate

Position Title:	Director of Marketing
Department:	Marketing
Reports To:	CEO
Team Supervision:	Marketing Team

Full / Part Time:	Full Time
Revised Date:	May 2019

Purpose of Position: A basic statement that describes the intent of the position.

The Director of Marketing is responsible for the oversight and direction of the marketing, fundraising and supporter care operations of ADRA Australia, with particular attention to communications, brand development, income generation and stakeholder engagement.

Behavioural Expectations: Our code of Conduct - How we do things in our organisation that underpins our values.

ADRA Australia Code of Conduct and related policies.

Key Competencies: The competencies, qualifications, skills and experience the person needs to do the role successfully.

A related University degree with 5 years+ experience in Marketing, communications and/or fundraising leadership roles preferably within the non-for-profit industry. Demonstrated strategic agility and strong stakeholder engagement skills.

ADRA Competency Framework: 1.1 Deciding & Initiating Action, 1.2 Leading & Supervising, 3.2 Persuading & Influencing, 5.3 Formulating Strategies & Concepts

Key Responsibilities: The things that the person needs to be responsible for to successfully fulfil the obligations of this position.

Area of Responsibility	Actions / Tasks / Objectives	Measures of Success / KPI's
Groupings or areas of responsibility	What has to get done in this area	How job performance will be measured
STRATEGIC DIRECTION	<ul style="list-style-type: none"> Support the CEO to achieve organisation strategies through implementation, monitoring and reporting against Marketing objectives. Develop an annual business plan for the Marketing team with clear objectives and specific measures of success that helps deliver the ADRA strategy 	<ul style="list-style-type: none"> Each EXCOM and Marketing Sub-Committee meeting progresses the organisation strategy in a discernible way – either by developing, implementing or reporting on marketing strategic objectives.

MARKET DEVELOPMENT	<ul style="list-style-type: none"> Oversee the development of education, fundraising and engagement opportunities and resources that enable the church, prospective and current supporters to participate in positive social change in partnership with ADRA Australia. 	<ul style="list-style-type: none"> Fundraising and donor acquisition, retention and conversion targets are met. Key stakeholder groups, such as supporters and volunteers, understand, embrace and promote ADRA's vision.
LEADERSHIP	<ul style="list-style-type: none"> Guide, support and encourage Marketing, fundraising and Connections staff to successfully fulfil their role responsibilities and enjoy their personal contribution. 	<ul style="list-style-type: none"> Monthly team meetings focus on monitoring progress toward the Marketing action plan. Marketing team members achieve their performance objectives and demonstrate high levels of engagement and job satisfaction.
NATIONAL PROGRAM SUPPORT	<ul style="list-style-type: none"> Support the National Program team to implement effective promotional and Marketing strategies by assisting ADRA Directors to encourage positive supporter perceptions and raise funds. 	<ul style="list-style-type: none"> The National Program Team implement a Marketing strategy across conferences and report progress toward the achievement of the National Program's Marketing, communications and fundraising objectives.

Employee Signature:
Print Employee Name:

Supervisor(s) Signature(s):
Print Supervisor Name:

Date: / /
