



SAHMRI, PO Box 11060, Adelaide, SA 5001
08 8128 4464
www.maggiebeerfoundation.org.au
info@maggiebeerfoundation.org.au

Marketing and Communications Manager Position Description

Status: .8-1.0 FTE, initially 2-year contract	Location: Flexible
Reports to: Chief Executive Officer	Direct reports: Marketing and Admin Officer

Background and Context

The Maggie Beer Foundation (Foundation) is committed to its vision of a future in which all older people in Australia eat good food each day. The Foundation was established by Maggie Beer AO in 2014 and is a registered not-for-profit. Our team works across Australia to promote and support access to good food that supports health, dignity, connection and wellbeing. In collaboration with older people, carers, researchers, foodies, aged care teams and clinicians, we work to improve the food experience and, with it, the quality of life for current and future generations of older people wherever they live.

Position purpose

Reporting to the Chief Executive Officer (CEO), the newly created role of Marketing and Communications Manager is responsible for leading and providing a suite of marketing, communications and PR services for the Foundation. The position will be part of our leadership group and will work closely with our staff team.

Essential Functions of the Position

Marketing and Communications

Develop and implement an annual marketing and communications strategy and budget aligned to organisational goals and priorities.

Plan, execute, and evaluate omnichannel campaigns (digital, social, email, and print) to drive awareness of the Maggie Beer Foundation's brand, programs, and advocacy, and of key messages about the importance of good food as we age.

Oversee the drafting and graphic design of core messaging, such as media releases, announcements, newsletters, social media campaigns, and website content.

Oversee key communications channels and platforms including the Foundation's website and CRM.

Public Relations and Media

Cultivate relationships with journalists, write press releases, field media inquiries, and secure high-impact media coverage.

Develop, design, and coordinate marketing collateral and oversee regular stakeholder communications including through social media, EDMs and newsletters.

Monitor, analyse, manage, and provide reports of the Foundation's media, social media and website traffic and content and monitor public perception, guide crisis communication strategies, and act as a corporate spokesperson if required.

Coordinate promotional and advertising opportunities across media channels and manage the Foundation's brand, print and electronic materials, press releases, key messages, and other collateral

Lead a program of Foundation contributions (including through staff) to industry and other relevant conferences, events, and publications.

Leadership

Supervise and lead the work of the Marketing and Administration Officer.

Provide excellent internal customer service and leadership for the Foundation across marketing, PR, and communications functions.

Contribute to the leadership of the Maggie Beer Foundation as part of the Leadership Group.

Stakeholder Engagement

Contribute to the Foundation's stakeholder engagement and fundraising strategy and activities and support the planning and delivery of events, launches, and programs.

General

Lead and maintain safe work practices.

Participate in personal and professional evaluation of work performance.

Support and work in accordance with policies and guidelines to ensure organisational goals and plans are achieved.

Other duties as directed by the CEO.

Provide a remote office facility and be available to travel as required.



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Selection and Person Specification

Educational/Vocational Qualifications

Relevant tertiary qualifications in Marketing, Communications, Public Relations, and/or Journalism.
Experience and demonstrated performance in marketing, communications, and PR roles, with a track record of successful campaigns.

Knowledge, Skills, and Experience

Exceptional Communication, outstanding copywriting, editing, and verbal presentation skills.
Media savviness and an established network of media contacts and a deep understanding of PR channels and tactics.
Digital fluency and proficiency with marketing software, website and social media management tools, and analytics platforms.
Excellent project and time management and an ability to lead cross-functional work, manage budgets, meet deadlines, and communicate priorities on every project.
Excellent relationship building and networking capability.
Highly developed oral and written communication skills.
Demonstrated success in preparing, communicating, and delivering marketing and PR plans.
Track record in excellent stakeholder and media relationships.
Genuine interest in, and understanding of, older people and food.
Previous relevant experience with a national not for profit organisation.

Personal Abilities/Attitudes

Leadership and Teamwork – Ability to work collegially, and to lead and to work in team environments including virtually.
Communication – Ability to develop rapport and credibility and to establish effective working relationships with all internal and external stakeholders
Reliability - High level of attention to detail.
Time and Budget Management – Ability to manage competing timeframes and priorities within budget.
Strategic thinking and problem solving – Strategic and proactive approach to opportunities and problems, with a focus on solutions and timely decision-making.

READ, UNDERSTOOD AND ACKNOWLEDGED BY INCUMBENT

Name: _____ **Signature:** _____

Date:/...../.....