

## Position Description

<b>Role title:</b>	Head of Marketing & Communications
<b>Role type:</b>	Full time
<b>Salary range:</b>	Attractive remuneration (salary packaging also available)
<b>Reporting to:</b>	Managing Director
<b>Key internal relationships:</b>	Executive Director Buyer services, Executive Director Supplier services, Head of Strategy, Head of Finance, Marketing team (three direct reports)
<b>Key external relationships:</b>	PR / Web / Design and CRM development agencies, Victorian Government, buyer members and social enterprises
<b>Relevant links:</b>	<a href="http://www.socialtraders.com.au">www.socialtraders.com.au</a>

### Application process:

Please apply via email with your CV and cover letter to [fran.blake@socialtraders.com.au](mailto:fran.blake@socialtraders.com.au). Applications close 5pm AEST Wednesday 12 December. Shortlisted applicants will be interviewed on Monday 17 December.

### About Social Traders

Social Traders exists to create jobs for disadvantaged Australians by linking certified social enterprise suppliers to business and government buyers. We believe buying from social enterprise represents one of the most significant opportunities to generate positive, sustainable social impact in Australia.

By adopting a more purposeful approach, business and government have the power to create real change and bring disadvantaged people into the labour market; whether they are young people, people with a disability, the long term unemployed or recently arrived migrants and refugees.

To maximise social impact and change, our new strategy launched in 2017 will make Social Traders the leading organisation connecting social enterprises with social procurement opportunities and supporting social enterprise to successfully deliver on the contracts they win.

We estimate procurement in Australia to be approx. \$600 billion and that for \$100,000 spent on social procurement 1.5 jobs are created for disadvantaged Australians. By 2021, Social Traders goal is to generate 1,500 jobs for disadvantaged Australians. To do this, we will create a community of 95 buyer members and 600 certified social enterprise suppliers and facilitate \$105 million in procurement spend.

### Social Traders values:

Knowledgeable, Influential, Genuine, Collaborative, Resourceful, Professional, Trustworthy, Innovative

### Role outline:

An opportunity exists for a values-aligned experienced marketing and communications executive to work collaboratively with an executive leadership team to build and implement the organisation's marketing and communications strategies.

This is an existing role and you will need to be a proven leader with strategic capabilities, able to hit the ground running.

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The successful candidate will:

- bring experience in sales & marketing along with stakeholder communications to lead a high performing team that supports the organisation in reaching its targets
- have commercial experience in the cultivation of customers through lead generation
- be accountable for all digital platforms and the development of associated content
- manage a national calendar of events (including the annual Social Enterprise Conference & Awards)
- plan and oversee campaigns to drive acquisition and growth of social enterprise suppliers and buyers
- plan and oversee campaigns to drive engagement and retention of social enterprise suppliers and buyers
- manage special projects as they arise

## Key responsibilities:

In consultation with the Managing Director and Executive Directors, develop and implement, marketing and communications initiatives. Activities will include:

- Lead, coach and develop a marketing team to deliver strategic outcomes
- Manage organisational brand and identity
- Develop and manage key messages / internal and external communications / value proposition
- Develop and support Social Traders calendar of events - including a national Conference and Awards
- Develop and implement the marketing strategy
- Support the development and implementation of the sales strategy across the Supplier Services and Buyer Services businesses
- Develop and produce required sales collateral
- Manage external media public relations
- Develop and implement infrastructure to generate leads and enable the organisation to sell
- Manage the CRM and associated data collection processes to acquire new audiences and engage existing customers
- Manage a team comprising Campaign Manager, Event Manager and Data Administrator

## Background and experience

- Marketing and communications expertise (commercial experience preferable)
- Knowledge of marketing & sales channels relevant to Social Traders business
- Leadership and management experience
- Proven ability to deliver on time and on budget
- Ability to manage costs
- Vendor management
- Organisational planning

## Qualifications:

Tertiary qualification in relevant business discipline preferred.

## Key attributes:

Excellent communication skills, commercial acumen, external customer focus, self-driven, strategic mindset, team player.



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## Other role requirements:

- Availability for interstate travel
- The right to live and work in Australia
- Role to start ASAP

## Skills & experience (key selection criteria):

- Proven track record as a leader in lead generation, marketing and communications campaigns
- Previous success in leading, coaching and integrating a marketing & communications team
- Demonstrated ability to collaborate internally to coordinate resources and produce campaigns
- Demonstrated ability to represent the organisation to media and other external stakeholders
- Experience in thinking strategically to solve problems in challenging environments
- Demonstrated commitment to social change and the mission and values of Social Traders.