

Position Description

POSITION DETAILS	
Position Title	Senior Marketing Advisor
Position Classification	Band 3
Department & Business Unit	Prevention
Manager	Marketing Manager
Organisational Context	<p>RSPCA Victoria is a non-government, community-based, not-for-profit organisation whose vision is 'ending cruelty to all animals'. We are Victoria's best-known and most respected animal welfare organisation.</p> <p>Our organisation's purpose is, with the community, to achieve outstanding animal welfare through education, advocacy, and animal care and protection. RSPCA Victoria's values – clarity and accountability, respect and consideration, and expertise and collaboration – set clear expectations for all our staff and volunteers as they work together, and with the community.</p>
Position Purpose	The Senior Marketing Advisor is responsible for contributing to the development, implementation and evaluation of marketing strategies and plans to promote RSPCA Victoria's services within the community, as well as managing both traditional and digital channels to drive engagement and brand awareness.

POSITION RESPONSIBILITIES

- Work closely with the Marketing Manager to develop and implement marketing strategies and plans that promote RSPCA Victoria's social enterprises and grow the organisation's income, including retail, op shops, education programs and pet services.
- Work with the marketing and digital team to create compelling marketing material across traditional and digital, including graphics, copy, and multimedia, for use across various channels.
- Utilise analytics tools to track and analyse the performance of marketing campaigns and adjust and tactics accordingly.
- Build strong relationships with designated internal clients and maintain a clear understanding of their strategic and operational objectives, including how marketing can support them to achieve these objectives.
- Work with other members of the Marketing & Communications team to ensure that high quality marketing campaigns and activities are delivered through the right channels at the right time.
- Monitor, evaluate and report on the effectiveness and impact of marketing strategies, plans and activities to help identify opportunities for improvement.
- Ensure that all marketing campaigns and activities are consistent with RSPCA Victoria's brand and assist with enhancing the organisation's reputation within the community.
- Contribute to the management and implementation of projects and continuous improvement initiatives in accordance with the Prevention and Marketing & Communication business plans.
- Contribute to a positive and inclusive work environment by effectively communicating and working collaboratively with peers across all departments, and consistently behaving in accordance with the RSPCA Victoria values and associated policies.



- Takes reasonable care for the safety of oneself and others, whilst contributing to safe work practices at RSPCA Victoria by knowing and complying with all WH&S policies and procedures.

POSITION CAPABILITIES		
Capability	Level	Description
People Leadership	Direction & Support	Is approachable, listens and effectively communicates and collaborates, enabling the team to achieve tasks and responsibilities.
Activity & Results Focus	Results & Initiative	Brings plans to life and ensures goals are met or exceeded where possible.
Knowledge & Communication	Adds Clarity	Provides personal expertise and relevant information to enable sound evidence-based decision making.
Relationships	Builds & Maintains	Build and maintain positive relationships across RSPCA Victoria, with a focus on achieving organisational goals.
Personal Leadership	Walks the Talk	Role models RSPCA Victoria's values, self-aware, seeks feedback and is open to new ideas and opportunities.
Technical	Marketing	Awareness of best practice marketing principles and ability to create and implement effective marketing plans and activities that help achieve organisational objectives.
	Digital channels	Strong understanding of digital marketing channels and ability to develop marketing plans that incorporate best practice strategies and tactics.
	Stakeholder management	Facilitates and maintains strong, positive relationships with stakeholders, partners and suppliers, both internally and externally. Ability to constructively manage stakeholder issues and find innovative solutions to resolve problems.

POSITION REQUIREMENTS	
Required	<ul style="list-style-type: none"> • Bachelor's degree or equivalent in Marketing and/or related relevant field experience. • A strong understanding of social media platforms, specifically Facebook Ads Manager and Google Ads. • Previous experience in a similar role, including demonstrated experience implementing effective and innovative marketing strategies and initiatives. • High level literacy, numeracy and problem-solving skills, including intermediate computer skills (including use of Microsoft Office Excel and PowerPoint). • Ability to work in a fast paced and challenging work environment. • Demonstrated experience working collaboratively in a team environment.
Desirable	<ul style="list-style-type: none"> • Previous experience in services or retail marketing. • Experience in EDM creation and roll out and newsletter databases highly regarded.

