

# JOB ADVERTISEMENT

## SENIOR MARKETING CAMPAIGN MANAGER



**Employment Type:** Full time  
Maximum term contract until 31 December 2024

**Location:** National

Teach For Australia would like to acknowledge the many Traditional Custodians of the lands throughout Australia. We pay our respects to their Elders past, present and emerging, for they hold the memories, the traditions, the culture and hopes of Australia's first peoples.

- Opportunity to work with an engaged community of educators - working to **close the education gap**
- **Flexible work practices**, including the option to work from home
- Allowance and time off work for **professional development**
- Join us in our commitment and vision for [Reconciliation](#), in a space where we learn and grow together

### About the Position

This role is responsible for delivering and optimising the marketing strategy to help scale and grow the business and the TFA brand. You will be primarily responsible for the management of TFA's marketing campaigns, planning and developing strategies to deliver on attraction targets, delivering and implementing campaigns to support philanthropy targets, liaising with media and creative agencies, leading the production and design of content artifacts, delivering communication strategies and assisting with management of the candidate and associate communication.

### About Teach For Australia

Our vision is an Australia where education gives every child, regardless of background, greater choice for their future. The mission is to grow a community of leaders committed to equity for children and young people, by recruiting and developing exceptional people to teach and lead across Australian schools

### About You

- Undergraduate degree in Marketing or similar discipline
- At least 8 years' experience in a similar role
- Experience working on growth and acquisition campaigns
- Experience with Digital Media: Paid Search, Paid Social, BVOD, Display
- Experience writing briefs for multi-channel campaigns
- Managing campaigns from strategy to execution
- Experience in Managing Media and Creative Agencies
- Sound understanding of brand strategy and execution
- Excellent communication and presentation skills
- People management experience

**Teach For Australia encourages applicants of all backgrounds to apply.**

### How to Apply

For an opportunity to take your place in this life-changing organisation please [Apply here](#), by 11.59pm AEDT on **Sunday, 3 July 2022**.

All enquiries can be directed to [jobs@teachforaustralia.org](mailto:jobs@teachforaustralia.org).

Please note that you must have the appropriate right to work in Australia in order to be eligible for this role. Successful candidates will be required to undertake a National Police Clearance, and obtain a valid Working With Children Check. For more information about Teach For Australia and its impact on educational disadvantage, please visit <https://teachforaustralia.org/>.

## JOB DESCRIPTION

<b>Role Title:</b>	Senior Marketing Campaign Manager	<b>Financial Accountability:</b>	\$xxxx
<b>Function:</b>	Marketing and Recruitment	<b>People Management:</b>	0 first level (direct) 0 second level (indirect)
<b>Reports To:</b>	General Manager - Marketing and Recruitment		

### Role Purpose

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### Qualifications and Experience

#### Essential

- Undergraduate degree in Marketing or similar discipline
- At least 8 years' experience in a similar role
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- People management experience

#### Desirable

- Experience working within the education and or NFP sector
- Great copywriting skills and sound creative judgement

### Skills, Attributes and Knowledge

#### Essential

- Have the ability to work efficiently, be goal and solutions orientated and be happy to work in a team that rolls up their sleeves and collaborates on decision making and getting stuff done!
- Be a results driven and outcome focused individual.
- Experience in owning and running a marketing budget.
- Demonstrated experience in SEO & Performance Marketing, and managing vendor relations
- Experience in strategy development and optimisation.
- Knowledge and understanding of eCommerce, Google Analytics, SEO, SEM, EDM, Performance marketing.
- Experience with integrated campaign management and digital campaign optimisation including Google Ad campaigns.
- Experience managing large amounts of data, with a quantitative skill set to determine effectiveness of marketing spend.
- The ability to lead, manage and coach the performance of teams.



## Attributes

- Warm and Engaging
- Organised, Clear and Concise with Prioritising Workload for self and team
- Truly collaborative with internal (and external) stakeholders
- Seeks best outcomes for the TFA brand and engages in honest, transparent, and strategic conversations with peers/stakeholders when prioritisation is needed.
- Able to build relationships and operate warmly and confidently with stakeholders internally and externally

## Primary Accountabilities

- Develop and execute marketing plans & strategies to meet organisational/project objectives
- Develop, execute and optimise segment-based campaigns to deliver on attraction targets for key programs.
- Develop key customer journey maps identifying key motivations, barriers and opportunities for segments.
- Developing and implementing a marketing, branding, and promotional program to raise brand awareness and meet
- Overseeing and utilising full potential of Salesforce
- Design the marketing calendar and prioritisation of work and content
- Drive campaign content, messaging, and channel executions with support of the marketing team.
- Ensure on brand messaging including tone of voice across our omni-channel environment.
- Weekly reporting on key marketing KPIs.

## Key areas of responsibility

**CONTENT MANAGEMENT** – Lead the creation and delivery of a creative and innovative content strategy that supports program, philanthropy and brand moments, connects with key audiences, drives strong engagement metrics and repeat visitation. Share the content plan with the ELT for alignment and sign off. Leverage both in-house produced brand content and influencer/user-generated content across all owned, earned and paid channels

**CAMPAIGN MANAGEMENT** - Define and manage campaign calendar, aligned to key events and periods to drive effective marketing. Develop the campaign brief for the wider marketing team, inclusive of objectives, key messaging, moments, dates, program information or content requirements from key stakeholders. Measure and report the success of campaigns through engagement and data and look for opportunities for iterations and performance growth

**PEOPLE MANAGEMENT & LEADERSHIP** - Lead, develop and retain a team including Social Media & Content Manager, and Graphic Designer to help them achieve their goals and objectives and department strategic initiatives

**BUDGET MANAGEMENT**- Responsible for managing the annual budgeting process, and working with the marketing team to operate to budget and administer the budget



## Our Values

### Serve the Students

Everyone at TFA works in service of our vision for children and young people: an Australia where education gives every child, regardless of background, greater choice for their future. Our partnerships – with teachers and leaders in schools and across communities, organisations and systems – is in service of making their future fairer and brighter.

### Have High Expectations

Having high expectations – for ourselves, of others, and of what should be possible for students – is essential. The students we serve deserve no less. This does not mean setting unrealistic expectations that cannot be met, however this does mean having a sense of possibility and being motivated by a bold ambition.

### Make It Happen

To best serve students and their futures, we know there is a lot of work to be done. Not all of it will be straightforward. We act with deliberate intent. 'Hope is not a strategy'; we use data, creativity and the wisdom of experience to plan then execute. Our work is a marathon not a sprint, so we pace ourselves, working hard and smart.

### Get There Together

We have a big vision and mission. We can't – and won't – achieve it on our own. Authentic, mutually reciprocal relationships come first. We know that relationships – with students, colleagues, the TFA community, and countless others involved in this work – underpin everything else. Through trusting relationships, we can harness the power of collaboration and foster a collective sense of belonging.

### Celebrate Along the Way

We find joy and possibility in the big vision of what could be. We celebrate the strength and uniqueness of every student, and those who work in service of them. To sustain ourselves, we strive to laugh often and celebrate the small wins along the way. We believe in acknowledging contributions, recognising how far we have come by leveraging our strengths, and working with gratitude, humour and a bit of fun to keep us motivated for the journey ahead.

