

# Marketing Manager Position Description



<b>Position title</b>	Marketing Manager
<b>Department</b>	Marketing and Advocacy
<b>Reporting Manager</b>	Head of Brand, Communications and Advocacy
<b>Direct Reports</b>	Content and Marketing Coordinator (from FY25)
<b>Date prepared</b>	17 April 2024

## Position Summary

At Learning Links, we work in partnership with families, schools, professionals and the community to make a lasting impact on children who find learning difficult. The marketing and communications team is dedicated to building the Learning Links brand, educating the community on the long-term effects of learning difficulties and empowering families to access the information, support and services they need for their children to learn, develop and thrive.

The Marketing Manager is responsible for driving the development of high-quality marketing strategies to promote Learning Links' services and learning programs – maximising reach, engagement and return on investment to support revenue targets.

The role will consider the full marketing mix of product, price, promotion, place, people, process, and physical/digital evidence, translating this into effective digital marketing, content and communications campaigns in line with the Learning Links brand and organisation strategies.

Working closely within a growing team of passionate marketing professionals and collaborating with a wide range of internal and external stakeholders, the role analyses and monitors market trends, competitor data, user feedback, customer journeys and buyer personas to determine how services and programs can most effectively be marketed to their target audience/s.

The role reports into the Head of Brand, Communications and Advocacy, manages and mentors the Content and Marketing Coordinator and works in partnership with the Content Marketing Specialist and members of the Client Services management team.

It plays a pivotal role in Learning Links, ensuring our wide range of services and programs reach families, schools, professionals and communities to make a lasting impact on the lives of children in need.

### Support Office

Suite 3, Level 1, 140 Bourke Rd

Alexandria NSW 2015

Ph: 1300 003 900

[learninglinks.org.au](https://learninglinks.org.au)

ABN 71 097 577 636

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## Responsibilities and Duties

- Developing strategies and annual marketing plans for Learning Links' range of education and allied health services and learning programs for parents and professionals
- Executing, tracking and reporting on marketing activities and key metrics, including traffic, engagement, sales and engagement.
- Developing communications and marketing collateral to support Learning Links' programs in schools and community initiatives.
- Influencing pricing, determining positioning, naming, branding and messaging of new and existing services and programs.
- Gathering and analysing customer feedback using qualitative and quantitative research to support service excellence and brand objectives.
- Conducting ongoing competitor analysis and data analysis to inform service and program strategies and campaign implementation.
- Collaborating with the client service team in developing and executing strategies.
- Identifying opportunities to enhance the client experience to increase acquisition, engagement and retention.
- Developing differentiated messaging and deliverables that help accelerate purchase decisions and drive adoption – including web pages, videos, and other collateral
- Collaborating with the Client Services team to identify ideal customer profiles, buyer personas and journeys, and collate success stories
- Other duties as required to support the marketing team

## Key Performance Indicators

- Strategies and annual plans are in place for all Learning Links services and learning programs
- Marketing activities are reported on and analysed in a timely manner to support ongoing performance and optimisation
- Service and program launches meet set budget requirements and are executed on time
- All campaign messaging and collateral is in line with the Learning Links brand
- Advertising budgets are managed accurately and effectively to produce a strong ROI
- All promotional material, campaigns and collateral are executed to a high standard
- Effective and positive relationships are built and maintained with all internal and external stakeholders
- Continuous improvement is observed to support revenue growth and customer excellence
- Effective management and mentoring of the Content and Marketing Coordinator

**We acknowledge Aboriginal and Torres Strait Islander peoples as the Traditional Custodians of the lands, waterways and skies across Australia. We thank Aboriginal and Torres Strait Islander peoples for sharing and caring for the land on which we live, work, learn and play. We pay our respects to Elders past, present and future**

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## Qualifications, Skills and Experience

- Formal qualifications in marketing, communications or media
- At least 5-6 years' experience in marketing, communications or a similar role
- Extensive understanding of traditional and digital marketing strategies
- Exceptional communication, presentation and leadership skills
- High level project management and organisational skills
- Sharp analytical and problem-solving skills
- An innovative and creative thinker
- Proven collaboration and stakeholder management skills
- Flexible and agile with good commercial acumen
- Experience using digital platforms such as Google Analytics, Meta Ads Manager, Google Ads and SEO tools

## Learning Links Vision, Mission and Values

### Our vision

To create a community where difficulties learning are no longer a barrier to a fulfilling life.

### Our mission

To provide children and young people who have difficulties learning with the skills, services and family support that will enable them to realise their potential.

### Our values

- Empowerment: we are resourceful, accountable, and proactive, using our initiative to achieve positive change and outcomes.
- Collaboration: we value teamwork and the strength that comes from diversity and from joining forces to make a difference.
- Excellence: we are professional, competent, and driven, striving always to be the best we can be, in everything we do.
- Integrity: we are always reliable and dependable, guided by our moral compass.

## Document Control

Completed by: Head of Brand, Communications and Advocacy -  
Sophie Mail

Date: 17 April 2024

Reviewed by: CEO - Jill Reich

Date:

## Employee sign off and acceptance

Note: Completed digitally in the e-Recruitment system

I have read, understand, and accept the expectations of the Marketing Manager role.

*The statements within this PD are intended to describe the general nature and level of the work being performed. This is not an exhaustive list of all duties and responsibilities associated with the position. Management reserves the right to amend and change responsibilities to meet business and organisational needs as necessary.*

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