

Position Description

Position Title	Marketing Specialist
Location	Brisbane
Team	Marketing & Communications (Development Department)
Employment Status	Full-time
Award	Award Free
Reports to	Senior Manager – Marketing and Communications
Direct Reports	Nil
Version	July 2024

PURPOSE OF POSITION DESCRIPTION

The purpose of this position description is to document the purpose, desired candidate attributes and key responsibilities encompassed within the role. The key areas of responsibility and performance indicators are tied to performance review and career development. This document should be reviewed annually as changes in the organisation may result in the need to update the position description.

SECTION 1

OUR VISION

Lung Foundation Australia enables life-saving lung health and lung cancer research, and champions programs so that Australians with lung disease and lung cancer can live their best life.

OUR MISSION

By 2030, Lung Foundation Australia will be recognised as one of the world's most innovative and effective lung health charities and a fearless leader of lung health and lung cancer policy, programs and research.

STRATEGIC PILLARS

- Healthy lungs for all
- Australia's lung health research funding incubator
- Impactful and meaningful lung disease programs and support
- Valuing our people
- Purposeful leadership and ethical governance.

LUNG FOUNDATION AUSTRALIA VALUES

Our values are represented by **BE FAIR**

- **Bold** | be proactive and take risks that achieve our Mission.
- **Entrepreneurial** | be focused on outcomes and strive to find new ways of working, remembering we are profit-for-purpose.
- **Fair** | be equitable and work in the interests of all our stakeholders, particularly patients and their carers.
- **Agile** | be responsive and proactive to create positive change.
- **Innovative** | be inventive and find new ways of doing things that achieve our Mission.
- **Respectful** | be honest and work hard every day in every way – we are funded by the community they should expect nothing less.

OUR TEAM

Lung Foundation Australia is an award-winning profit for purpose organisation and national peak health and advisory body. Lung Foundation Australia aspires to be an Employer of Choice. Lung Foundation Australia is entering a period of accelerated growth consolidating three years of strong performance which saw the Foundation named Non-Government Organisation of the Year in 2020 and The Voice Projects Best Place to Work over the last three years.

Before applying we encourage you to learn more about our Mission and impact by reading our Annual Impact Report <https://lungfoundation.com.au/about/annual-reports/>

We operate from three offices: Brisbane, Sydney and Melbourne with a national footprint established by our support and research programs. We are committed to work life balance and flexibility in the workplace.

As our impact grows with increased government and community funding so does our team and our army of volunteer supporters.

SECTION 2

PURPOSE OF THIS ROLE

The Marketing Specialist is responsible for the end-to-end delivery of Lung Foundation Australia's key health campaigns and brand management. They project manage these integrated marketing campaigns that drive brand awareness, support fundraising goals and importantly connect people impacted by lung disease or lung cancer with the support and information they need to live their best lives. Working across teams, the Marketing Specialist will implement and support a range of key health campaign and projects, manage the development of resources, publications and marketing materials and play an integral role in the management of the organisation's brand.

SKILLS, QUALIFICATIONS AND KEY ATTRIBUTES REQUIRED (KEY SELECTION CRITERIA)

Qualifications

Tertiary qualifications in marketing, communications or a related field.

Experience

A minimum of 4 years' experience in a brand or marketing role and prior experience in the not-for-profit or fundraising sector.

Knowledge and Skills

As the ideal candidate, your skills and attributes include:

- Demonstrated experience managing marketing projects/campaigns.
- Experience using project management platforms would be highly regarded.
- Strong organizational skills and attention to detail with the ability to manage multiple projects simultaneously.
- Demonstrated experience working with external marketing, design and project teams in the production of branded marketing and communication materials.
- High level communication skills and very strong attention to detail.
- Proficiency in Graphic Design highly desired, particular use within the Adobe Suite.
- Self-motivated, excellent time management and prioritisation skills with the ability to problem solve and deliver across multiple projects at the same time.
- Ability to develop, nurture and manage positive working relationships with both internal and external stakeholders.
- Experience using a database/CRM system such as Salesforce would be highly regarded.
- Ability to travel interstate to other office locations as required.

As part of your induction process you will be required to undertake the following:

- National Police Check

KEY AREAS OF RESPONSIBILITY AND PERFORMANCE INDICATORS

The major areas of work, organised as key areas of responsibility and performance indicators, are outlined in this section.

Key Areas of Responsibility	Responsibilities	Performance Indicators
Project manage the development and delivery of health campaigns that drive donations and awareness of Lung Foundation Australia, lung health and the	<ul style="list-style-type: none">• Liaise across functions and with external agencies to coordinate the development and delivery of marketing solutions for Lung Foundation Australia's key health campaigns.• Oversee project timelines, resources, and deliverables to ensure successful execution of marketing initiatives.	<ul style="list-style-type: none">• Marketing campaign/project plans implemented on time and within budget• Relevant campaign KPIs achieved

symptoms of lung disease	<ul style="list-style-type: none"> • Develop and deliver integrated marketing campaigns across multiple audiences with different drivers, motivations and barriers. • Collaborate with the marketing team to devise creative campaign strategies and manage the end-to-end delivery of health campaigns. • Coordinate with cross-functional teams to ensure successful campaign implementation. • Undertake monitoring, analysis and reporting on the outcomes of health campaigns and activities. 	
Brand Management: Manage Lung Foundation Australia's brand and ensure consistent messaging across all channels.	<ul style="list-style-type: none"> • Collaborate with providers, external influencers and industry experts to produce relevant and engaging content for use across digital and traditional marketing platforms. • Ensure brand consistency and excellence across all touchpoints, including digital and print. Act as the 'brand guardian,' preserving brand integrity in all marketing activities. 	<ul style="list-style-type: none"> • Marketing materials are consistently developed accurately and error-free, within brand guidelines to best represent Lung Foundation Australia
Design work: Coordinate the development and distribution of marketing materials	<ul style="list-style-type: none"> • Where needed, create marketing materials such as fact sheets, email headers and brochures. • Manage external design agencies. • Ensure all visual materials adhere to brand guidelines and resonate with our target audience. • Work with program teams and external agencies to coordinate the development of content, resources and publications such as booklets, brochures, flyers and factsheets. 	<ul style="list-style-type: none"> • Marketing materials developed on time and within budget
Other	<ul style="list-style-type: none"> • Liaise with external stakeholders and respond to communication enquiries. • Contribute to the development of marketing and communication related policies, procedures and forms. • Ensure data integrity of contact details, communications and other relevant information on the CRM. • Work in conjunction with the wider team and undertake any other duties as may be assigned by the Senior Manager that are consistent with the nature of the job and its level of responsibility. 	<ul style="list-style-type: none"> • Use of the CRM where required • Contribution to the development of relevant policies and procedures
Team contribution and effectiveness	<ul style="list-style-type: none"> • Work in a consultative manner with the senior leadership team and in collaboration with broader team to achieve goals. • Work synergistically within and across teams of Lung Foundation Australia. • Regular cross-organisation communication of program activity. • Participation in Lung Foundation Australia events and meetings as required. 	<ul style="list-style-type: none"> • Positive contribution to team environment through the demonstration of behaviours that reflect LFA values – BE FAIR.

		<ul style="list-style-type: none"> Compliance with LFA values, policies, procedures and statutory obligations.
Workplace Health & Safety (WHS)	<ul style="list-style-type: none"> Ensure a safe working environment for self and others, including when working from home. 	<ul style="list-style-type: none"> Compliance with legislative and LFA WHS Policy.

SECTION 3

REPORTING RELATIONSHIPS

This is one of several positions reporting to the Senior Manager – Marketing and Communications. This position provides support and advice to the rest of the organisation by working across all areas of LFA.

EXTERNAL RELATIONSHIPS

This position works with a variety of internal and external stakeholders to deliver projects and activities.

SECTION 4

PERFORMANCE APPRAISALS

Performance review and career development discussions will take place six monthly with the Senior Manager – Marketing and Communications.

SECTION 5

ACCEPTANCE OF POSITION DESCRIPTION

This position description is intended to describe the general nature of the duties performed. It is not intended to be a complete list of all responsibilities, duties and skills required of the position. Other appropriate duties may be assigned that are not listed in the position description.

My signature below indicates that I have reviewed, accepted, and received a copy of this position description.

(Employee name)

Date