

Position Description

Position Title:	Manager Marketing & Growth
Program:	Strategy & Innovation
Salary:	Wanslea Enterprise Agreement, Level 8/9
<pre>graph TD; A[GM Strategy & Innovation] --- B[Manager Marketing & Growth]; B --- C[Marketing & Communications Officer];</pre>	

Purpose, Values and Aspiration

Our Purpose

We support children and young people to grow and develop, safely.

Our Values

- We Care
- We Collaborate
- We Are Accountable
- We have Courage
- We Celebrate

Our Aspiration

We create exceptional opportunities for every child and young person to thrive.

Commitment to Child Safety

Wanslea is committed to ensuring the safety, wellbeing and inclusion of all children; and has zero tolerance of child abuse or any form of harm. It is expected that staff and volunteers will always act in a way that prioritises the safety and wellbeing of children by ensuring that children feel safe and are safe.

Diversity Statement

Diversity, equity and inclusion are foundational to Wanslea's purpose, values and strategies. To achieve a culture of inclusion, we must unlock the power of our people. Providing access to meaningful opportunities, creating an environment in which everyone can thrive and grow personally and professionally. We strive to build and nurture a culture where inclusiveness is a reflex, not an initiative. Where there is a deep sense of pride, passion and belonging that transcends any role, service, language or country and is unified in our shared commitment to excellence, innovation and social responsibility.

Position Intention

This position will direct Wanslea marketing & communications efforts, build business relationships, manage tender and grant funding opportunities, seek out new business streams and leverage philanthropic capacity to deliver greater financial sustainability and more diverse service offerings to Wanslea.

Key Responsibilities

Purpose, Values and Aspiration	<ul style="list-style-type: none">• Promote and demonstrate the Purpose, Values and Aspiration of Wanslea• Embed our Purpose, Values and Aspiration in all work practices and interactions
Core Competencies of the Role	<ul style="list-style-type: none">• Create new and diverse funding streams aligned to Wanslea purpose to deliver successful business growth• Direct and implement the marketing & communication efforts across Wanslea to ensure a strong contemporary and developing brand• Coordinate all tender and grant submissions• Liaise with and develop strong strategic relationships with potential funders and donors• Develop and present comprehensive business cases that clearly define the Wanslea advantage and need• Instil commercial imperatives and principles across the business whilst remaining in line with purpose, aspiration and not for profit ethos• Assist in development of annual service costing, pricing and sales targets• Maintain a detailed database of business prospects and priority projects for funding• Determine demand for Wanslea services within potential customer segments• Follow up on potential business opportunities and generate sales leads• Drive engagement strategies to optimise external support
Organisation and Time Management	<ul style="list-style-type: none">• Manage a complex list of priorities within tight timeframes• Ensure funder presentations are prepared in a timely manner to allow for adequate iterative processes• Keep abreast of upcoming tenders, grants and other funding opportunities
Quality and Improvement Focus	<ul style="list-style-type: none">• Assist the business in review of its services to ensure consistent commercial development and greatest return• Strengthen the Wanslea brand and build brand awareness
Communication and Interpersonal Relationships	<ul style="list-style-type: none">• Develop, implement and maintain an overarching Wanslea Communications Plan• Build relationships with external parties• Fully research potential funders and partners to create strong associations• Network across appropriate industries to build a stronger Wanslea brand amongst community, business and government sectors• Develop relationships within the organisation to understand the program operations

	<ul style="list-style-type: none"> • Seek input from leaders across the organisation for revenue streams and funding opportunities
Professionalism	<ul style="list-style-type: none"> • Maintain confidentiality at all times • Always present a professional and trustworthy image
Decision Making and Problem Solving	<ul style="list-style-type: none"> • Identify market gaps and how Wanslea might leverage them • Systematic evaluation of competing opportunities and prioritisation
Teamwork and Leadership	<ul style="list-style-type: none"> • Make recommendations as required on marketing, communications and business development matters to the GM Strategy & Innovation • Actively participate and contribute in Leadership meetings and workshops • Assisting the GM Strategy & Innovation wherever required
Child Safety	<ul style="list-style-type: none"> • Embed the National Principles of Child Safety into all work undertaken • Ensure all reporting requirements are met regarding any risk to child safety

Selection Criteria

Essential Experience	<ul style="list-style-type: none"> • Relevant tertiary qualifications and/or equivalent experience • Substantial experience developing complex business cases with succinct defined asks • Considerable demonstrated experience managing a marketing & communications program in a complex business • Significant demonstrated experience in sales and identifying/developing markets • Demonstrated ability in delivering end-to-end conversion of commercial opportunities • Substantial demonstrated experience working with potential funders and delivering high quality presentations
Personal Qualities	<ul style="list-style-type: none"> • Exceptional communication, influencing and negotiation skills • Excellent organisational and time management skills • Ability to manage multiple priorities simultaneously and under pressure • Knowledge and understanding of children and community services
Required Compliance Documents	<ul style="list-style-type: none"> • Current Working with Children Check • Current satisfactory National Police Clearance • Current WA Drivers Licence • Work eligibility within Australia