

## Catholic Development Fund Position Description

<b>Position title</b>	Executive Manager, Marketing
<b>Department</b>	Marketing
<b>Reports to</b>	General Manager, Client Services
<b>Number of direct reports</b>	1
<b>Location</b>	East Melbourne, VIC

### Position context

Working at the Catholic Development Fund (CDF) you will be partnering with a values-based financial organisation that puts people and communities ahead of profit.

We are the principal financial services provider to more than 700 Catholic schools, parishes and other Catholic organisations offering investment products and online transaction/payment services and more than 20,000 Catholics across Australia have an account with the CDF.

Being part of our team, you have an opportunity to build on work that has so far helped deliver billions of dollars in support of education, healthcare, social services and aged care. Your work will not only support the commitments and interests of our Church leaders and our parishes but also the broader community, who benefit directly and indirectly from the services we build and support.

You will see over time, through our projects, products, and priorities, that this is not just something we preach, it's something we practice.

### Position purpose

Reporting to the General Manager Client Services, the Executive Manager Marketing is responsible for developing, implementing, and evaluating the CDF marketing strategy.

This position will take a lead on the delivery of best-practice and innovative brand, digital and communication strategies and will work to ensure that all promotional and positioning activities compliment CDF's organisational objectives.

Working closely with the Client Services team and cross-functionally across the organisation, this generalist marketing management position will lead a small and agile team, involving a high level of hands-on work and close collaboration with internal stakeholders and other external partners and agencies.

### Position responsibilities

Management:

- Contribute to the organisational strategy by helping identify, prioritise, and build organisational capabilities, behaviours, structures, processes, and efficiencies.
- Ensure the marketing team is integrated with and supports CDF's strategic objectives.
- Encourage a high level of teamwork, synergy and focus across the marketing team.

- Monitor the engagement of direct reports to identify and address opportunities/issues.
- Ensure good working relationships with external suppliers and vendors, such as agencies, media outlets and printers etc. as necessary.
- Manage the marketing budget and monitor spend on a regular basis.

#### Brand:

- Oversee CDF's brand and ongoing brand development, ensuring its portrayed in the correct manner and the organisation delivers the appropriate messages/values of CDF.
- Supervise advertising, product development and other forms of branded marketing to ensure material for publications, promotions, events, reports etc. meets CDF brand guidelines.
- Manage CDF's brand face-to-face via the delivery of events and sponsorship engagements, including end-to-end event delivery and management.

#### Content and Communications:

- Develop and manage CDF's content calendar for material across a variety of channels (e.g., email, social media, blogs, website, print advertising, events, etc.)
- Develop and deliver communications to meet organisational needs, including product and service updates, customer announcements, auditing requirements, change initiatives etc.
- Identify opportunities and strategic directions to enhance CDF's internal communications channels and delivery methods.
- Support internal communications as and when required.
- Oversee the CDF Intranet as a tool to effectively communicate all-staff information and increase employee engagement.
- Ensure all published content and communications meet CDF compliance requirements.

#### Digital Marketing:

- Plan and execute digital marketing strategies including CDF's website, social media, SEO, and email marketing.
- Lead innovative ideas and initiatives to drive website traffic while improving the usability and overall user experience.
- Be responsible for the day-to-day management and maintenance of all website content.
- Oversee the integration of SEO to leverage the wider social media, blog, and website content strategies.
- Review social media engagement, including management of consumer engagement across all platforms - this includes outside of office hours as required.
- Prepare monthly and annual social media reports on performance and learnings.
- Stay up to date with digital trends and emerging platforms and functionality.

#### General:

- Analyse and improve current marketing activities, processes, and outcomes with the marketing team and other key stakeholders.
- Oversee the use of marketing systems, tools, and subscriptions in accordance with relevant CDF guidelines.
- Build collaborative relationships across the organisation to understand requirements and increase efficiencies.
- Ensure all activity is recorded and managed through the relevant internal systems.

#### Work Health & Safety

- Comply with and champion all CDF workplace health and safety policies and procedures.

- Ensure the safety of oneself and others.
- Report all known or observable hazards.

### Position requirements

Key Competencies	<ul style="list-style-type: none"> <li>• <b>Processing Information</b> – Gathering, decoding, and processing information efficiently within the given time frame. Collecting information in a structured manner and interpreting and presenting it in a personal way. Recognising possible gaps in the information.</li> <li>• <b>Organising</b> – Translating strategy into specific, measurable objectives, drawing up transparent plans, using the right resources and taking the necessary steps to avoid or overcome possible future obstacles.</li> <li>• <b>Problem Solving</b> – Responding to and controlling unexpected situations by evaluating possible solutions based on experience and knowledge and by taking the initiative to implement the best solution.</li> <li>• <b>Showing Reliability</b> – Acting in a disciplined manner according to personal principles and company expectations, treating people fairly, respecting confidentiality, honouring commitments, and avoiding partiality.</li> <li>• <b>Showing Respect</b> – Respecting other ideas, opinions, and people. Respecting policies, procedures, and the organisational structure. Strictly following up written or verbal instructions.</li> <li>• <b>Motivating</b> – Acknowledging and appreciating the efforts of others, adjusting one's own leadership style to them and trusting the right people with the right responsibilities to optimise performance.</li> </ul>
Skills/Qualification	<p>Marketing skills:</p> <ul style="list-style-type: none"> <li>• Experience in marketing strategy, brand development, digital marketing, content development, budget management, stakeholder management and reporting/analysis.</li> <li>• Sound experience in brand management and communicating in line with brand guidelines.</li> <li>• Strong written and verbal communication skills across all marketing channels and segments.</li> <li>• Project management and event management skills.</li> <li>• Experience with agency and vendor relationship management.</li> <li>• Competent and confident in website and social media application management (WordPress, Facebook, Instagram, LinkedIn etc.).</li> <li>• Competent with marketing tools and systems (Mail Chimp, Adobe Creative Cloud etc.).</li> <li>• Highly competent with office technology including O365 applications (Teams, SharePoint, Word, PowerPoint, Excel etc.).</li> </ul> <p>Organisational Skills:</p>

	<ul style="list-style-type: none"> <li>• Management experience with effective situational analysis and decision-making skills.</li> <li>• Demonstrated experience working with/and or ability to influence Senior Executives and a wide range of stakeholders.</li> <li>• Excellent interpersonal, verbal, and written communication skills.</li> <li>• Effectively manage multiple priorities and deadlines.</li> <li>• Experience in leading, coaching and developing others</li> <li>• Proven ability to proactively work with others as part of a team to achieve organisational goals.</li> <li>• High level of integrity, honesty, and confidentiality.</li> </ul> <p>Administrative Skills:</p> <ul style="list-style-type: none"> <li>• Experience within a small office environment.</li> <li>• Creative, driven, enthusiastic and willing to learn and develop others.</li> <li>• High level of attention to detail, quality, and accuracy.</li> <li>• Ability and willingness to work in an agile environment.</li> </ul>
<p>Other Requirements</p>	<p>Essential:</p> <ul style="list-style-type: none"> <li>• Qualifications in Marketing/Communications/Brand or similar.</li> <li>• Minimum 5 years relevant experience in a senior marketing role.</li> <li>• Possess a solid understanding of effective marketing techniques.</li> <li>• Relevant work experience and people management.</li> <li>• Working with Children Check (WWCC).</li> </ul> <p>Desirable:</p> <ul style="list-style-type: none"> <li>• Agile certification or previous experience in an agile working environment.</li> <li>• Previous experience in a financial institution.</li> <li>• Previous experience in a Catholic organisation.</li> </ul>
<p>Key Stakeholders</p>	<p>Internal:</p> <ul style="list-style-type: none"> <li>• Client Services team, including Business Development, Client Experience, Operations and Relationship Management.</li> <li>• IT and Product team.</li> <li>• Finance, Risk and Treasury team, including Compliance.</li> <li>• CEO and Executives.</li> <li>• Boards and committees.</li> </ul> <p>External:</p> <ul style="list-style-type: none"> <li>• Investors and borrowers – parishes, congregations, schools, colleges, welfare organisations, hospitals, and aged care operators.</li> <li>• Prospective clients.</li> <li>• External suppliers, agencies, and vendors etc.</li> <li>• Management and staff across the Archdiocese or Melbourne, Diocese of Bunbury, and Diocese of Sale (Owners).</li> <li>• Other Catholic agencies, partners, and organisations.</li> </ul>

	<ul style="list-style-type: none"> <li>• Other Development Funds across Australia and New Zealand.</li> </ul>
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### CDF's employee values

**Values** – CDF is practically tasked with the provision of capital to Catholic organisations to support their growth and it does so consistent with the mandate above. The manner in which CDF seeks to undertake its work is also guided by scripture. The following scripture have been identified as particularly relevant:

- Care for others – *‘I give you a new commandment: love one another; you must love one another just as I have loved you. It is by your love for one another, that everyone will recognise you as my disciples.’* John 13:34-35
- The importance of wealth – *‘Do not lay up for yourselves treasures on earth, where moth and rust destroy and where thieves break in and steal, but lay up yourselves treasures in heaven, where neither moth nor rust destroys and where thieves do not break in and steal. For where your treasure is, there your heart will be also.’* Matt 6:19-21
- Sharing wealth – *‘And the crowds asked him, “What then shall we do? And he answered them, “Whoever has two tunics is to share with him who has none, and whoever has food is to do likewise.”* Luke 3:10-11  
*‘Jesus looked up and saw the rich putting their gifts into the offering box, and he saw as poor widow put in two small copper coins. And he said “Truly, I tell you, the poor widow has put in more than all of them. For they all contributed out of their abundance, but she out of her poverty put in all she had to live on”.’* Luke 21:1-4