



**NATIONAL MANAGER MARKETING STRATEGY**

**JOB & PERSON SPECIFICATION**

**MARCH 2021**

# National Manager Marketing Strategy

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Position:	National Manager Marketing Strategy
Portfolio:	Corporate Services
Responsible to:	General Manager Corporate Services
Supervised by:	General Manager Corporate Services

## 1. Purpose

To provide leadership, direction and guidance to all marketing, communications and public relations activity across the Maxima group, including the development and delivery of a holistic Marketing strategy for the organisation in the context of Maxima's strategic and operational plans and policies.

## 2. Key Responsibilities

- Lead the Maxima Marketing function including, Communications, Graphic Design, Social Media and Digital Marketing roles.
- Establish marketing plans aligning with diverse business units.
- Manage, and coach a diverse team of marketing and communications professionals, including professional development reviews and performance management processes as needed.
- Develop and implement a coherent and integrated long-term marketing strategy that promotes sustainable growth and awareness across all Maxima business units, in alignment with Maxima's Strategic Plan.
- Ensure the Maxima Executive group and Maxima Marketing Committee have access to and are able to exploit a variety of public relations and media opportunities.
- Ensure appropriate market research is conducted, including the analysis and assessment of trends and competitors to maintain a competitive advantage.
- Liaise with other departments to guide a unified approach to customer service and market demands.
- Build a highly organised and professional team that efficiently respond to organisational needs, managing performance issues as they arise.
- Have over-arching responsibility over advertising, social media and communication campaigns.
- Oversee the success and progress of campaigns through data analysis, customer response and reporting.
- Ensure accurate and timely reports of marketing functions are provided to the Executive for presentation to the Marketing Committee.
- Develop and implement marketing and communications training for senior leaders.
- Manage strategic sponsorship relationships designed to enhance awareness of Maxima services and brand in line with the Strategic Plan.
- Maintain oversight of budgets, ensuring appropriate and purposeful spend and allocation.
- Negotiate with and manage Maxima's relationships with advertising agencies, PR companies and other organisations and individual relationships integral to the marketing and communications function.
- Ensure the development and production of all marketing and communication collateral is consistent with branding and quality expectations.

# National Manager Marketing Strategy

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## 3. Work Health and Safety Responsibilities

Have overall accountability for WHS for their area of responsibility and shall:

- Have working knowledge of relevant WHS and workers compensation legislation, WHS Policies and Procedures,
- Will ensure that all employees under their control and supervision understand and fully discharge their responsibilities on WHS matters and that they are adequately trained, supervised and provided with relevant resources for allocated tasks and responsibilities,
- Use internal and external WHS expertise as required,
- Report any hazards, incidents and near misses within their work area to their direct Manager,
- Proactively assist in the rehabilitation of Maxima employees who are or have suffered a workplace injury or illness, by working in conjunction with the Rehabilitation Co-ordinator and Rehabilitation Consultants,
- Follow all reasonable employer instructions with regard to WHS.

All workers are responsible for the WHS implications of their own actions and have a duty to carry out their work in a manner consistent with the Maxima Group WHS Policy and the requirements of the integrated management system.

More specifically, all workers must:

- Cooperate with the relevant employer with respect to any action taken by the employer to comply with any legislative requirements,
- Not intentionally or recklessly interfere with or misuse anything provided at the workplace in the interests of health, safety or welfare,
- Fully observe Maxima Group WHS Policies and Procedures,
- **Ensure that they are 'fit for work' and do not endanger** their own safety at work or the safety of any other person at work (i.e. by the consumption of a substance that might affect their performance),
- Report any hazards, incidents and near misses within their work area to their direct Manager,
- Actively participate in the planning and implementation of rehabilitation programs/plans in the event that they suffer a work related injury or illness,
- Not use any equipment, plant, machine or substance unless they have received adequate training in the use of that equipment, plant, machine or substance,
- Participate in all relevant training,
- Proactively assist in the rehabilitation of Maxima employees who are or have suffered a workplace injury or illness.

Workers shall take reasonable care to:

- Protect their own health, safety and welfare at work,
- Avoid adversely affecting the health, safety and welfare of any other person or adversely affecting the environment through any act or omission at work,
- When performing any duty, use clothing or personal protective equipment provided for WHS purposes relevant to that duty,
- Comply with any reasonable instruction that their employer may give in relation to health, safety, welfare and the environment at work.

# National Manager Marketing Strategy

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## 4. Required Qualifications/Experience

- Tertiary qualifications in Marketing or equivalent,
- Proven experience in National Strategy focussed role,
- Strong people leadership experience, managing a multi-faceted team with both creative and analytical capabilities,
- Demonstrated experience in developing efficient strategies and business plans for all marketing aspects of an organisation,
- Solid understanding of market research and data analysis methods,
- Proven high level, negotiation and analytical skills,
- Strong experience in public relations and media management including the preparation of media releases and other material,
- Exceptional public speaking abilities, with the ability to read an audience and deliver relevant and engaging content,
- Ability to exploit technology to meet business needs,
- Exceptional relationship building skills both internally and externally, including supplier management and contract negotiation.

## 5. Personal Attributes

- Strong interpersonal skills with sound verbal and written communication skills,
- Resilient and results oriented,
- Confident in establishing and building relationships,
- Self motivated and ambitious,
- Detail conscious with effective planning and prioritisation skills.

## 6. Performance Standards

- Development and implementation of an agreed Marketing & Communications Strategy that supports **Maxima's 5 year Strategic plan and yearly business plan**,
- Development and maintenance of consistent and effective, high production value, professional marketing collateral,
- **Maxima's brand awareness is continually improved**,
- Positive contribution to successful new initiatives and campaigns,
- Accurate, timely and comprehensive reporting.



## HOW TO APPLY

Applications should be addressed to Andrew Reed. Please visit [henderconsulting.com.au](http://henderconsulting.com.au) to apply.

For a confidential discussion, please call (08) 8100 8827.

### **Please Note**

Your application will be automatically acknowledged by a return email.