

JOB DESCRIPTION

Job Title :	Chief Marketing Officer	Reports to :	Chair of the Board
Approved by:	Griefline Board	Date approved:	2020

Job Overview

The position of the Chief Marketing Officer (CMO) is a role of leadership that through working directly with the Leadership Team and The Board to ensure operational excellence to support the strategic direction of the business in the achievement of strategic goals, creating plans for continuous improvement to occur across the organisation, and engaging staff and the community, in delivering successful outcomes.

The CMO will oversee the portfolios of Marketing and Fundraising, Sponsorship and Partnership Development, Brand Development, Culture/Team Development, Community/Media Liaison and SE and Purpose Development.

This role requires market foresight and flexibility to lead and grow the business through the exploration of new and more effective methods of achieving Griefline’s goals and optimised financial boundaries.

The CMO’s focus is to assist and drive the organisation to execute long-term and short-term plans and directives by implementing judgement, vision, management, and leadership.

This role requires creative thinking and collaborative work style, working to lead the support of Griefline’s needs in the community.

Key Accountabilities	Expected Outputs and Measurement
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Leadership	
Facilitate the achievement of creative and innovative solution delivery for Griefline and hence influence and lead business connectivity.	Lead to increased connectivity across the business, foster a culture that promotes ethical practices, customer focus, financial optimisation, and service and encourages individual integrity.
Assist the CCSO and the COO in developing and overseeing the long-term business operational strategies that deliver Griefline’s short-term and long-term goals.	Develop, in collaboration with the CCSO and COO, an annual operating plan that supports Griefline’s long-term strategy as formulated by the board.
Assist the Board in overseeing the company’s achievement and maintenance of a satisfactory competitive position within its industry.	Develop and implement objectives, policies and programs and set standards and targets. Analyse economic, social, technical, legal and other relevant data or trends.
Keep the Board fully informed in a timely and candid manner of the conduct of the day-today Branding and Fundraising of the business towards the achievement of its established goals and of any material deviations from the goals or objectives of Griefline.	With respect to operational matters, ensure communications, resolution of issues and project development in line with the Boards expectations.
Ensure the consistent implementation of workplace WHS practices for the business and oversee compliance with those practices.	As demonstrated through compliance to Safety obligations across all areas of the business, including assess and manage the principal risks of the business within operations.
Proactive management of the Impact function to ensure maximisation of performance and contribution to operational activities that lead the achievement of department goals, building sustainability for future business.	<ul style="list-style-type: none"> • Maintain a positive and ethical work climate that is conducive to attracting, retaining and motivating a diverse group of top-quality employees at all levels.

	<ul style="list-style-type: none"> • Management of all employment and volunteer arrangements to ensure compliance of legislative, strategic and ethical values.
Working collaboratively with the CCSO and COO to ensure a balanced approach to the optimised delivery of Griefline’s objectives, client services, professional development and the market leading delivery of community support for grief, loss and trauma.	<ul style="list-style-type: none"> • Financially sound and deliverable within budget • All initiatives align to Griefline’s Values and strategic intent • Optimise brand • Optimise response to client needs • Approved by Board
Ensuring that the business is kept in the most cost effective and beneficial position to maximise Griefline’s objectives.	As demonstrated through fiscal decision making in consultation with the Leadership Team, ensuring timely reporting where required.
Ensure all organisation activities comply with relevant acts, legal demands and ethical standards.	Ensuring thorough review and timely resolution of all operational requirements.
Assist the CCSO and COO in establishing an appropriate organisational structure including developing and growth strategies.	To recruit skilled talent and retain the best optimise workforce, volunteer and employees, drive employee and volunteer engagement and develop strategies.
Measures effectiveness and efficiency of the Impact processes both internally and externally	Ensuring the organisations standards are met and processes are improved in the most cost effective manner, in-line with governance guidelines.
Represent the organisation in negotiations, at conventions, seminars and official occasions and liaise with other relevant organisations.	Represent the business to the highest standard of ethics at all times, sourcing key information to develop future growth strategies.
Ensure the security and protection and maintenance of company assets at all times.	Ensure practices are in place to maintain property security, employee and customer welfare, escalating business and individual risks as required.
Perform other functions related to the office of the CIO or as requested by the Board.	Perform expectations to the highest standards of business integrity and personal ethics at all times.
Functional	
Responsible for the optimised Collective Management of Griefline to ensure the planning, preparation and reporting of Griefline’s financial position at all times.	Preparation of proposal and supporting budget for all Griefline programs in line with the Board Proposal Guidelines.
Responsible for all financial reporting requirements for day to day cost management and the Board reporting requirements.	<ul style="list-style-type: none"> • Board Reporting preparation at least three (3) days prior to Board meeting • Active participation and responsibility for Griefline’s service provision cost and forecast management/ reporting for all Impact activities. • Demonstrate leadership in the Leadership Team to deliver a financially viable and sustainable organisation.
Responsible for processing of all data capture and reporting to provide real time service activity analysis including identification of trends and business opportunities, brand impact, brand reach extensive, social media campaign effectiveness, national marketing program, philanthropic and HNW support programs, community events and volunteer celebrations/recognition programs.	<ul style="list-style-type: none"> • Monthly reporting. • Compliance by all volunteers and employee data capture needs. • Proactive trend analysis to develop strategies with Leadership Team for Board consideration and approval in Impact activities.

Working closely with the Leadership Team, the Board and Griefline to establish an events budget for annual calendar of events whilst ensuring the achievement of event budget constraints.	Establish an annual calendar and budget to ensure the achievement of organisational awareness and goals
Responsible for the timely and accurate delivery of Brand and Event Coordination activities.	Supported by proposal for Board approval
Lead the marketing activities to develop and execute marketing and promotional strategies relating to all events and Griefline Brand.	Marketing and promotional strategies to deliver optimised brand awareness
Secure sponsorship and support for all events and activities.	Ensure the achievement of sponsorship targets and market penetration as per strategic plan, applying creativity and leading-edge solutions
Prepare reports for the Griefline Board on all potential and actual events, including budgets and logistics	On time, and with a focus on optimisation of resources and achievement
Manage all contractor and stakeholder relationships relating to Griefline events and activities.	In line with organisational goals, values, and strategic plan
Provide support and advice for third party and partner events and act with understanding of, and empathy with, the needs of event organisers.	Demonstration of a high level of satisfaction and optimised engagement with all third-party interactions
To proactively seek opportunities to develop and maximise new event initiatives.	Development and communication of an annual plan, with demonstration of creative solution and event success
Other Responsibilities	
Provide support to the Leadership Team as required.	
Prepare all necessary reports and analysis as required by the Board to support their business analysis.	
Operate all work activities in compliance with Company policies and procedures, including working in a safe manner as per the WHS requirements of the business.	
Work actively with all Team members to ensure the smooth operation of the work environment and the achievement of all Griefline's goals.	
Responsible for all social media awareness programs.	
Responsible for the development of HNW , Philanthropic and community targeted campaigns.	

Skills, Experience & Qualifications		
Skills	Experience	Qualifications
<ul style="list-style-type: none"> • Influencing and relationship management skills • Negotiation Skills • Ability to work proactively as part of a team • Excellent written and verbal communication • Business Improvement work style • Ability to manage time efficiently and effectively • Analytical skills • Exceptional attention to detail • Exceptional PC skills • Highly developed data analysis and interpretation • Creativity and innovative work style • Be able to visualise the big picture without losing sight of the details 	<ul style="list-style-type: none"> • Experience in developing learning systems and training courses, as well as effective presentation skills • Extensive experience managing teams • Demonstrate business leadership experience • Organisation Management experience • Grant and funding proposal preparation and scoping desirable • Not-for-Profit optimised events and sponsorship experience • Stakeholder engagement experience including NFP experience desirable • Social media content design and management experience essential • Experience in the development, implementation and analysis of marketing programs 	<ul style="list-style-type: none"> • Tertiary qualifications an advantage • Minimum of two (2) years' work experience essential