



MARKETING MANAGER POSITION DESCRIPTION

Employment Conditions:	0.8FTE-1.0FTE, 12 month contract, with the potential to extend
Location:	21A Sun Crescent, Sunshine VIC 3020
Reports Into:	CEO
Manages:	Marketing and graphic design team
Entitlements:	\$70,000 - \$80,000 per annum plus 9.5% superannuation pro rata, access to salary packaging, bonus paid Christmas leave of up to 2 weeks, and a flexible and supportive workplace.

ABOUT RMCC

RMCC tackles the unique and complex barriers faced by school aged children and youth from refugee, asylum seeker and migrant backgrounds that now call Australia home through their settlement journey, so they become empowered individuals that can create their own opportunities.

The RMCC journey started from humble beginnings in 2012 and has evolved to us assisting over 900 kids across multiple programs, and by 2020 our goal is to reach over 2000 kids in need.

We provide unique and tailored mentoring programs in our four focus areas of education, identity and belonging, life skills, and mental health and wellbeing by bringing together, upskilling and collaborating with the three key figures in each child's life: their school, family and the wider community.



PURPOSE OF THE ROLE

RMCC is growing rapidly and we're searching for a Marketing Manager to come along for the ride! The Marketing Manager will be responsible for planning, overseeing and driving marketing strategies, with a focus on digital, to ensure RMCC achieves its goals around awareness, engagement and income generation.

KEY RESPONSIBILITIES

- Promote and champion RMCC's mission;
- Establish a marketing strategy;
- Oversee the planning and coordination of marketing campaigns;
- Oversee and manage content creation for RMCC's website, social media and marketing collateral, including written, graphics and video content;
- Manage relationships with internal and external stakeholder, including media where required;
- Manage and motivate the marketing team;
- Oversee research to identify key issues facing the communities RMCC supports to support content creation, as well as identifying trends and optimising spend;
- Oversee the compilation and reporting of accurate and comprehensive digital marketing activity data to the CEO;
- Assist where required with other tasks.



WHO YOU ARE

- Passionate about RMCC's mission;
- Highly professional, confident and see opportunities when others see challenges;
- Motivated self starter that has a can do attitude;
- Positive and inclusive;
- Natural leader who is comfortable in front of groups and in one-on-one meetings;
- Extraordinary organisational skills, with strong attention to detail;
- Have a natural flare and love of networking and building relationships;
- Ability to have fun whilst getting the job done.

YOUR SKILLS AND EXPERIENCE

- Extensive experience and relevant tertiary qualifications;
- Experience in the for purpose sector and in a similar role;
- Knowledge around the refugee and asylum seeker space and experiences encountered by the kids RMCC supports;
- Proven experience developing and managing brand, digital marketing and campaigns;
- Experience in developing strong supporter journeys;
- A natural wordsmith, with proven skills in copy writing;
- Strong leadership skills, with experience managing a team and keeping them motivated;
- Hands on experience in acquiring and managing partnerships and stakeholders;
- Knowledge and understanding of website and social media analytics;
- Experience with platforms such as WordPress, Mail Chimp and Google Analytics will be highly looked upon;
- Fundraising experience will be highly looked upon.

ADDITIONAL REQUIREMENTS FOR THIS ROLE:

- Current Working With Children Check;
- Current National Police Check;
- Some out of hours' work may be required.

APPLICATIONS

Email your resume and cover letter to careers@mccaustralia.org.au

