

## **ROLE PROFILE**

### **Marketing and Fund Development Manager**

#### **Role Outline:**

This position is a senior role within Parnell Trust and its overall purpose is to develop and oversee the implementation of the Trust's marketing and funding strategies. The focus will be to deliver on the strategic and operational objectives of the Trust and that opportunities for growth from the Parnell Trust portfolio of business services are maximised. The role will ensure the quality and consistency of the Parnell Trust brand at all times, and the development of relationships both internal and external to further the Trust's objectives. As well as providing marketing advice and inspiration across the whole service portfolio through the provision of strong marketing support, the role will be expected to play a major part in the effective development of on-going additional revenue opportunities.

#### Specifically:

- To develop an annual marketing plan focused on raising awareness and selling services
- To monitor budgets and review and evaluate plans
- To champion the brand and ensure consistency and integrity in its use
- To focus on a comprehensive, quality communication strategy across internal and external stakeholders
- To explore and utilise a range of media channels incorporating new and traditional opportunities where appropriate
- To survey competitor, customers and staff to analyse the market and to determine trends
- To co-ordinate across all business units to ensure cross-selling opportunities are identified.
- To research, commission and implement a customer relationship management solution for Parnell Trust's business units
- To recognise and leverage additional revenue gathering opportunities through sponsorship, fund raising
- To network externally to ensure awareness of competition and opportunities for collaboration

It is expected that this position will have responsibility for ensuring the preparation of marketing plans, and associated budget, for the Annual Business Plan. At all times the incumbent must work in accordance with Parnell Trust, Policies and Procedures, and work to provide a Safe and healthy environment for self and colleagues. This role will be part of the Strategic Leadership Team. The role will require input on a wide range of issues and will not be limited to the statements above. It is expected that given the senior, consultative nature of this role that the position will input on a range of organisational and business needs as they arise.

#### **Reports To:**

#### **Support from:**

#### **Functional Relationships:**

General Manager

Marketing assistant (to be appointed)

#### Internal

Business managers

Strategic Leadership team and Board of Trustees

#### External

Sponsors, funders, partners

Media and external consultants

Potential Sponsors/Advertisers

Our community – individual, businesses, other service providers, neighbours and friends

## ROLE PROFILE

### Marketing and Fund Development Manager

Areas of Specific Responsibility	Specific Duties	Measurement of Performance
<u>Brand management</u>	<p>Ensure the brand of the Trust is clearly established and reinforced through all marketing and communications activity, internal and external collateral and Trust events. Focus on quality and consistency.</p> <p>Create and manage appropriate channels to create awareness of the brand – web site, publications</p>	<p>Brand protocol is communicated internally and adhered to.</p> <p>All external communications are signed off and meet brand criteria Positive results of brand awareness are measured through appropriate informal survey of external stakeholders</p>
<u>Marketing Planning</u>	<p>Prepare and submit, for review and sign-off, an integrated marketing and communications plan and budget in line with the Trust's overall strategic priorities;</p> <p>Include a range of marketing channels (e.g. advertising, direct marketing, e-marketing etc) to increase awareness of the Trust's services and activities within the local community, wider marketplace or particular segments of the market.</p> <p>Develop e-strategies for increasing awareness and gaining sales.</p>	<p>Preparation of a six month operational plan for each business unit, reviewed on a monthly basis (or as required). Objective of maximising revenue across all businesses.</p> <p>Preparation of a 1 – 3 year marketing strategy signed off by the Board and reviewed on quarterly basis.</p> <p>Review, reflect and reassess marketing channel use based on response and feedback. Wider awareness and greater use of e-media by staff and community to enquire, purchase and engage.</p>
<u>Relationship Building</u>	<p>Ensure Internal communication across internal business units and at Strategic Leadership Team meetings, to ensure the leverage of opportunities is maximised.</p> <p>Ensure processes and procedures around all external and internal systems are maintained – photographs, newsletters, email signatures, uniforms, distribution lists etc etc</p> <p>Build effective stakeholder relationships. Position and promote the Trust positively through building positive relationships with media, business, local community groups and the general public.</p> <p>Develop knowledge of competitors</p>	<p>Pursue opportunities for promotion across all areas of Parnell Trust – this includes Radiate, etc</p> <p>All staff understand importance of consistency and quality presentation and delivery.</p> <p>Gain Support from stakeholders. Increase Trust exposure through media coverage opportunities.</p> <p>Understand our position in relation to other choices our customers have.</p>

**ROLE PROFILE**  
**Marketing and Fund Development Manager**

<b>Areas of Specific Responsibility</b>	<b>Specific Duties</b>	<b>Measurement of Performance</b>
<u>Focus on delivery to Strategic Directions</u>	Responsibility for leading and reporting on the strategic platform – Embrace Technology and the 'use of media channels in a more meaningful way to connect and promote communities'.	Report to SLT and Board of Trustees on new media usage activity and enhanced value achieved.
<u>Marketing research</u>	<p>Establish and maintain feedback systems so that the Trust can track the quality and value of service delivery to key stakeholders. Conduct market and customer research to identify opportunities for extending Trust activities. Establish and use marketing impact measures to ensure the marketing strategy is achieving desired results.</p> <p>This would include the implementation of the annual programme of customer surveys and results analysis; working with business units on benchmarking processes and on a programme of customer service.</p>	<p>Understand the market and perceptions of value</p> <p>Focus of marketing material and business response moves to being customer centric.</p>
<u>Marketing Information Systems</u>	Develop and maintain marketing information system to help inform and manage marketing direction and opportunities - such as development of database of clients, community groups, stakeholders; photography library; stock management; response collection.	<p>Introduction and Implementation of database system by January 2013</p> <p>Trained staff to use and manage systems to maximise opportunities</p>
<u>Funds Development</u> 1 day a week	<p>Maintain existing and develop new mutually beneficial commercial and corporate partnerships and associations to increase funding and advance the work of Parnell Trust;</p> <p>Identifies and follows-up sponsorship, fund-raising and/or other revenue generating opportunities</p> <p>Conduct feasibility studies in respect of sponsorship/funding opportunities and submits recommendations for review;</p> <p>Manages or co-manages sponsorship events and/or other activities to agreed plan and outcomes;</p> <p>Work with the Service Delivery Manager to develop funding strategy for the year, as well as identifying ad hoc opportunities and prepare grant applications.</p>	<p>On-going opportunities for development through successful additional funding both for project work and for general operational expenses.</p> <p>Raise funds of \$60,000 per annum.</p>

# **ROLE PROFILE**

## **Marketing and Fund Development Manager**

### **Competencies Critical to the Role**

#### **Client Focus**

People demonstrating this know who their clients are (internally and externally) and what different clients expect. They respond to their client's needs and provide client satisfaction. They make sure work systems and output are "client friendly".

#### **Communication and Understanding others**

People demonstrating this communicate effectively with families at all levels and from different backgrounds and cultures. They accept peoples' differences and are sensitive to their needs. They are supportive in their dealings with others. They listen actively to what people say, think about and clarify the underlying messages. They also tailor and present information in a way most suited to their audience

#### **Decision Making**

People demonstrating this accept responsibility for a decision and work out the most appropriate action within the time frame. They involve others when it is appropriate. They think about the big picture and consider the impact of different options on their own and other work units. They follow up and remain open to different solutions if things change or better information comes to hand.

#### **Leadership**

People demonstrating this create a strong and clear direction for their work area and inspire a shared commitment in their colleagues and staff. They lead by example and give practical effect to the values and goals of the Parnell Community Trust.

#### **Networking and Gaining Support**

People demonstrating this identify the key people or groups in an issue. They successfully represent ideas and use different approaches to gain support for decisions that will benefit the Parnell Community Trust. They also develop a network of people within and outside the organisation to support the achievement of stated goals.

#### **Strategic Perspective**

People demonstrating this anticipate issues, environmental factors and events that may have a major impact on their area and the Parnell Community Trust. They regularly assess the wide ranging impacts of these and draw out their strategic importance. They help chart the long term course of their area of responsibility and put in place a plan of action.

#### **Teamwork and Co-operation**

People demonstrating this contribute to the success of their team and the Parnell Community Trust as a whole. They willingly share their knowledge and help others achieve their goals and develop themselves. They consult with others and respect their opinions. They co-operate with people and teams throughout the Parnell Community Trust and build positive work relationships.