

MARKETING MANAGER - CAMPAIGNS

BRANCH/UNIT	Market Group		
TEAM	Marketing, Brand Experiences		
LOCATION	Negotiable		
CLASSIFICATION/GRADE/BAND	TAFE Manager Level 1		
POSITION NO.	TBA		
ANZSCO CODE	225113	PCAT CODE	2111492
TAFE Website	www.tafensw.edu.au		

1. ORGANISATIONAL ENVIRONMENT

TAFE NSW's purpose is to skill the workforce of the future. It is Australia's leading provider of vocational education and training with over 500,000 annual enrolments and a proud history for setting the benchmark for quality service. As the NSW public provider, it supports the NSW Government's priority to grow skills for the economy and jobs of tomorrow. Critically, TAFE NSW plays a vital role in providing vocational education in rural and regional NSW, and job training pathways for the most vulnerable in the community.

TAFE NSW offers the best of campus-based delivery as well as flexible, online and work-based learning. The TAFE NSW values of Customer First, Collaboration, Integrity and Excellence guide our team in strengthening communities, delivering world-class training for our students and producing job ready graduates for employers. The operating environment for TAFE NSW is dynamic as we leverage our scale, expertise, passion and reputation to meet the rapidly changing VET landscape.

TAFE NSW is committed to its students and customers and the role it plays in changing lives and opening up opportunities through learning.

2. POSITION PURPOSE

The Marketing Manager - Campaigns is responsible for leading, developing and implementing TAFE NSW brand strategies and campaign plans to achieve enrolment targets, brand awareness and overall TAFE NSW business objectives with a particular remit to support hyperlocal plans across TAFE NSW regions.

3. KEY ACCOUNTABILITIES

1. Lead, develop and implement multi-million dollar hyper local marketing strategies and plans by meeting fortnightly with Deputy Regional General Managers to ensure two way feedback and continued adjustments to the plans via a thorough understanding of media strategies and best practice.
2. Lead targeted campaigns to raise awareness and preference for TAFE NSW Semester and Short Course programs that will assist with achieving student enrolment targets including the development, production, dispatch and reporting of performance on those plans.
3. Lead the annual advertising submission process including alignment of media and campaign performance across all segments aligned to enrolment targets, including obtaining approvals of the annual marketing and media plan within TAFE NSW and NSW Government departments.
4. Lead effective internal stakeholder consultations to identified key groups via relevant meetings/forums and leverage appropriate tools and templates to respond to the needs of all regions.
5. Lead comprehensive analysis and reporting on all campaigns to capture learnings to implement in the future as well as develop customer and market insights to generate relevant, meaningful, and differentiated campaigns.
6. Lead and coordinate cross-functional project teams and stakeholder groups as required ensuring opportunities and initiatives are effectively prioritised and projects/campaigns are successfully executed (on time and on budget).
7. Lead partnerships with Student Experience Group leaders in teaching sections across regions to ensure key programs/initiatives are understood widely and consistency in delivery of campaigns.
8. Communicate effectively with the senior management team, government agencies and partnering organisations to maintain strong relationships supporting TAFE NSW growth and presence in a highly competitive market.
9. Contribute as a member of the broader Market leadership team to a range of planning, initiatives, strategies and activities as required to support achievement of Market Group and TAFE NSW objectives.
10. Demonstrate a genuine commitment to safety excellence and safety leadership. This includes setting health and safety expectations, results and behaviours with direct reports, providing a safe workplace and ways of working, and promoting and complying with safety systems and procedures.
11. Place the customer at the centre of all decision making.
12. Manage and develop a high performance team, aligned to the core values of integrity, collaboration, excellence and a customer first attitude, through effective leadership, support and feedback.
13. Collaborate with staff to ensure the development and regular review of meaningful individual performance development and review plans that are clearly aligned to strategic objectives and focused to develop the individual.

4. KEY CHALLENGES

- Managing multiple stakeholders (Senior leaders, Region teams and internal teams) to deliver a cohesive marketing plan that delivers the enrolment targets.
- Quickly prioritising and focusing the team to deliver outcomes requiring a high level of emotional agility and maturity to cope with significant changes from both internal and external sources.
- Achieving aggressive targets in a period of change and market uncertainty.
- Providing commercial acumen to Marketing strategies and tactical operations as TAFE NSW transitions from a government educational institution to a highly effective commercial educational provider for NSW.

5. KEY RELATIONSHIPS

WHO	WHY
Internal	
Director of Brand Experiences	<ul style="list-style-type: none"> • Receive leadership, advice and support. • Provide advice and updates on work status. • Alert to complex issues and provide options for resolutions.
Team reports (Marketing Specialists)	<ul style="list-style-type: none"> • Provide leadership, advice and support. • Provide direction and guidance on team operations and strategic projects; oversee briefs, presentations, strategies and development of work.
Across Marketing Heads, Managers, Specialists and Coordinators	<ul style="list-style-type: none"> • Share information, liaise and collaborate on briefs, presentations, strategies and other joint activities. • Work collaboratively to enhance/protect TAFE NSW brand. • Gain support of key team members to assist consultation on key projects.
Product/ Student Experience Group	<ul style="list-style-type: none"> • Consult and collaborate on plans, collateral and campaign development and implementation.
External	
Corporate and commercial industry partners	<ul style="list-style-type: none"> • Collaborate on collateral, campaign development and distribution.

6. POSITION DIMENSIONS

Reporting Line: Director of Brand Experiences

Direct Reports: ~1

Indirect Reports: Nil

Financial delegation: TBA

Budget/Expenditure: TBA

Decision Making:

- Make decisions on complex and sensitive issues through the detailed analysis of alternative courses of action and their implications on achieving organisational objectives and strategies.
- Manage functional expenditure and resourcing within relevant policy and delegation frameworks.
- Matters requiring a higher level of approval are referred to the Reporting Line Manager.

7. ESSENTIAL REQUIREMENTS

1. Degree qualification in related field or equivalent significant experience.
2. Demonstrated experience in leading, developing and implementing marketing campaigns, plans and strategies that have built brand awareness and achieved agreed targets.
3. Experience building strong stakeholder relationships, engaging and working collaboratively on marketing campaigns to enhance commercial presence.
4. Ability to address and meet focus capabilities as stated in the Position Description.






8. CAPABILITIES

NSW Public Sector Capability Framework

Below is the full list of capabilities and the level required for this role as per the [NSW Public Sector Capability Framework](#). The capabilities in **bold** are the focus capabilities for this role. Refer to the next section for further information about the focus capabilities.

Capability levels are as follows and reflect a progressive increase in complexity and skill:

Foundational > Intermediate > Adept > Advanced > Highly Advanced

CAPABILITY GROUP	NAME	LEVEL
 Personal Attributes	Display Resilience and Courage	Adept
	Act with Integrity	Adept
	Manage Self	Adept
	Value Diversity and Inclusion	Adept
 Relationships	Communicate Effectively	Advanced
	Commit to Customer Service	Advanced
	Work Collaboratively	Advanced
	Influence and Negotiate	Adept
 Results	Deliver Results	Adept
	Plan And Prioritise	Adept
	Think and Solve Problems	Adept
	Demonstrate Accountability	Adept
 Business Enablers	Finance	Adept
	Technology	Intermediate
	Procurement and Contract Management	Intermediate
	Project Management	Adept
 People Management	Manage and Develop People	Intermediate
	Inspire Direction and Purpose	Intermediate
	Optimise Business Outcomes	Intermediate
	Manage Reform and Change	Intermediate

FOCUS CAPABILITIES

The focus capabilities for the Marketing Manager - Campaigns are the capabilities in which occupants must demonstrate immediate competence. The behavioural indicators provide examples of the types of behaviours that would be expected at that level and should be reviewed in conjunction with the position's key accountabilities.

NSW Public Sector Focus Capabilities

NSW Public Sector Capability Framework		
Group and Capability	Level	Behavioural Indicators
Personal Attributes Display Resilience and Courage	Adept	<ul style="list-style-type: none"> Be flexible, show initiative and respond quickly when situations change. Give frank and honest feedback and advice. Listen when ideas are challenged, seek to understand the nature of the comment and respond appropriately. Raise and work through challenging issues and seek alternatives. Remain composed and calm under pressure and in challenging situations.
Personal Attributes Value Diversity and Inclusion	Adept	<ul style="list-style-type: none"> Promote the value of diversity and inclusive practices for the organisation, customers and stakeholders. Demonstrate cultural sensitivity, and engage with and integrate the views of others. Look for practical ways to resolve any barriers to including people from diverse cultures, backgrounds and experiences. Recognise and adapt to individual abilities, differences and working styles. Support initiatives that create a safe and equitable workplace and culture in which differences are valued. Recognise and manage bias in interactions and decision making.
Relationships Communicate Effectively	Advanced	<ul style="list-style-type: none"> Present with credibility, engage diverse audiences and test levels of understanding Translate technical and complex information clearly and concisely for diverse audiences Create opportunities for others to contribute to discussion and debate Contribute to and promote information sharing across the organisation Manage complex communications that involve understanding and responding to multiple and divergent viewpoints Explore creative ways to engage diverse audiences and communicate information Adjust style and approach to optimise outcomes Write fluently and persuasively in plain English and in a range of styles and formats.
Relationships Commit to Customer Service	Advanced	<ul style="list-style-type: none"> Promote a customer-focused culture in the organisation and consider new ways of working to improve customer experience. Ensure systems are in place to capture customer service insights to improve services.

NSW Public Sector Capability Framework

Group and Capability	Level	Behavioural Indicators
		<ul style="list-style-type: none"> Initiate and develop partnerships with customers to define and evaluate service performance outcomes. Promote and manage alliances within the organisation and across the public, private and community sectors. Liaise with senior stakeholders on key issues and provide expert and influential advice. Identify and incorporate the interests and needs of customers in business process design and encourage new ideas and innovative approaches. Ensure that the organisation's systems, processes, policies and programs respond to customer needs.
Results		
Deliver Results	Adept	<ul style="list-style-type: none"> Use own and others' expertise to achieve outcomes, and take responsibility for delivering intended outcomes. Make sure staff understand expected goals and acknowledge staff success in achieving these. Identify resource needs and ensure goals are achieved within set budgets and deadlines. Use business data to evaluate outcomes and inform continuous improvement. Identify priorities that need to change and ensure the allocation of resources meets new business needs. Ensure that the financial implications of changed priorities are explicit and budgeted for.
Results		
Demonstrate Accountability	Adept	<ul style="list-style-type: none"> Assess work outcomes and identify and share learnings to inform future actions. Ensure that own actions and those of others are focused on achieving organisational outcomes. Exercise delegations responsibly. Understand and apply high standards of financial probity with public monies and other resources. Identify and implement safe work practices, taking a systematic risk management approach to ensure own and others' health and safety. Conduct and report on quality control audits. Identify risks to successfully achieving goals, and take appropriate steps to mitigate those risks.
Business Enablers		
Project Management	Adept	<ul style="list-style-type: none"> Understand all components of the project management process, including the need to consider change management to realise business benefits. Prepare clear project proposals and accurate estimates of required costs and resources. Establish performance outcomes and measures for key project goals, and define monitoring, reporting and communication requirements. Identify and evaluate risks associated with the project and develop mitigation strategies. Identify and consult stakeholders to inform the project strategy. Communicate the project's objectives and its expected benefits.

NSW Public Sector Capability Framework

Group and Capability	Level	Behavioural Indicators
		<ul style="list-style-type: none"> • Monitor the completion of project milestones against goals and take necessary action. • Evaluate progress and identify improvements to inform future projects.
People Management Optimise Business Outcomes	Intermediate	<ul style="list-style-type: none"> • Develop team and unit plans that consider team capabilities and strengths. • Plan and monitor resource allocation effectively to achieve team and unit objectives. • When planning resources, consider the attraction and retention of people of diverse cultures, backgrounds and experiences. • Ensure that team members work with a good understanding of business principles as they apply to the public sector context. • Participate in wider organisational workforce planning to ensure that capable resources are available.