

# Position Description

<b>Position</b>	<b>Title:</b>	<b>No.:</b>	<b>Reports to:</b>	<b>Title:</b>	<b>No.:</b>
	Marketing Specialist - B2C	HSF121		Marketing & Communications Leader	HSF067
<b>Business Unit:</b>	Marketing and Communications		<b>Date created:</b>	November 2016	
<b>Division:</b>	Strategic Development		<b>Review date:</b>	September 2018	

## Organisational Overview:

At HomeStart we believe that affordable home ownership is essential to the health, well-being and ongoing sustainability of our communities. HomeStart's role, within the framework of government policy, is to provide leadership and innovation in the housing finance sector by enabling more South Australians to fulfil their home ownership dreams. We do this through the provision of innovative housing finance solutions. More importantly, we do this through our core strength – our people.

## Position Purpose:

The Marketing Specialist – B2C is responsible for driving the marketing planning and activities for all future and existing customer groups to ensure integration within the overall Marketing and Communications strategy. The objective is, through the use of all channels to market, to increase brand awareness, improve customer engagement, generate leads and contribute to HomeStart's presence across social networking sites. They also provide input and support for the development of the overall Marketing and Communications strategy and management of the team's priorities, workload and development.

## Our Values:

Achievement	Simplicity	Integrity
We are focussed on creating positive outcomes for each other	We are focussed on simplifying the way we do business	We are honest and genuine with each other

**Positions reporting to this position:** None

## Other significant working relationships:

Internal: Retail teams, Marketing and Communications team, Head of Divisions, People Leaders, Information Services, People and Performance

External: Advertising agencies; Public Relations agencies; direct marketing agencies, digital agencies and suppliers; Wavemaker , external web developers; Minister's office; Renewal SA, Department of Premier and Cabinet and any additional organisations such as councils and community groups.

## Primary outcomes and accountabilities

### Key results areas

### Performance measures

#### Operational responsibilities

#### Marketing & communications activities

- Develop an integrated Marketing & Communications plan for all potential and existing customer segments, that supports the marketing strategy and objectives.
- Develop and implement the activity plans aligned with the marketing objectives and positively impact the key performance indicators.
- Incorporate all channels to market in operational plans, including ATL and BTL channels as well as statement messages, e-content, letters and internal communication on the intranet 'feature news'.
- Coordinate and implement marketing campaigns and materials with a focus on activities required of the segment.
- Liaise with Events and Marketing Specialists to plan and measure events as part of the operational plan and report on results as required.
- Manage Department of Premier and Cabinet relationships and adhere to Government Communications guidelines.
- Measure and provide analysis of results for each campaign and for organisational reports as required (Marketing and Communications, Executive Committee, Board).
- Maintain positive relationships with public relations agencies, advertising and mailing agencies to support the implementation of the all marketing activities.
- Develop and maintain positive relationships with all key internal stakeholders to ensure successful implementation of all activities.
- Develop communications requirements to internal/external stakeholders as part of the campaign plans.
- Present plans and results to key stakeholders as required.
- Develop and review communications pieces for external promotion according to the marketing and communications strategy.
- Contribute to the provision of paid and earned social media content to continue to increase the social media community and engagement.
- Manage the segment budget to ensure plans are delivered within set financial lines.
- Adopt a 'test and learn' approach with marketing activities to develop benchmarks and inform future target setting.
- Contribute to outsourced projects with third party providers and monitor performance against set objectives.
- Maintain and achieve high quality proofing and sign off for marketing materials following the Marketing & Communications sign-off procedure at all times.
- Contribute to the development of processes and procedures to ensure all activities are managed in an efficient and effective manner.
- Develop content for website, MyStart articles and other emarketing promotional material as required in conjunction with the Social Media and Digital Specialist.
- Support and maintain processes to ensure a consistent style of presentation and delivery of internal and external communications using the Brand Style Guide.
- Work closely with Policy and Compliance and Legal and other relevant areas to oversee sign-off and approval processes for all externally published material

#### Customer engagement

- Identify opportunities to engage with potential and existing customers to promote HomeStart products and services and to achieve greater customer advocacy.
- Work with key stakeholders to develop education requirements such as the home buyers seminars, home buyers DVD, and updates on the website.
- Plan and manage a realistic annual schedule of customer activities ensuring key products and target markets are represented.

	<ul style="list-style-type: none"> <li>• Manage HomeStart’s quarterly customer newsletter including planning, writing and co-ordinating content.</li> <li>• Manage HomeStart’s quarterly potential customer newsletter including planning, writing and co-ordinating content.</li> <li>• Be a specialist point of reference relating to the segment activities and outcomes.</li> </ul> <p><b>Public relations</b></p> <ul style="list-style-type: none"> <li>• Manage the delivery of the Annual Report according to deadlines set by the Department of Premier and Cabinet.</li> <li>• Proactively identify potential stories, customers for journalists to interview, customer quotes and relevant statistics to assist in the development of strong PR activity.</li> <li>• Provide suggestions into news releases and obtain relevant business, legal and compliance approvals.</li> <li>• Manage external relationships with PR agencies adhere to government communications requirements</li> <li>• Assist to develop a PR calendar of events and monitor co</li> <li>• Maintain and monitor the effectiveness of the media monitoring service.</li> </ul>
<b>Financial management</b>	<ul style="list-style-type: none"> <li>• Monitor all relevant administration costs to ensure proper budgetary controls are exercised and budget variances are accounted for.</li> <li>• Review and approve all expenses relating to relevant cost centres according to delegations specified in the Register of Financial Authorities document.</li> </ul>
<b>External stakeholder relations</b>	<ul style="list-style-type: none"> <li>• Create and maintain conditions for effective relations with relevant external organisations, government agencies, customers and vendors where appropriate.</li> <li>• Respond to stakeholder queries in a prompt and courteous manner.</li> </ul>
<b>Corporate responsibilities</b>	<ul style="list-style-type: none"> <li>• Ensure the appropriate application and recording of risks according to HomeStart’s Risk Management Policy and Practices.</li> <li>• Ensure own and team compliance to HomeStart financial policies and procedures.</li> <li>• Ensure that all legal responsibilities attached to this role as noted in the Compliance Register are discharged, are properly recorded in the Risk Management System (RMS) and any breaches of these requirements are recorded as incidents in the RMS.</li> <li>• Maintain a commitment to EEO, Diversity, Ethical Conduct and the legislative requirements of the Work, Health and Safety Act 2012.</li> <li>• Model ethical behaviour and practices consistent with SA Government Code of Ethics for Public Sector Employees.</li> <li>• Understand and follow workplace safety initiatives and procedures, identify hazards and contribute to a safe working environment.</li> </ul>

**Behavioural profile**

<b>Achievement</b>	<i>Takes personal accountability and demonstrates initiative, determination and drive to achieve high quality results and innovative solutions that make a difference to our people and customers.</i>
<b>Self-Actualising</b>	<i>Seeks opportunities to develop and grow. Shows an awareness of and belief in own abilities. Brings energy and creativity to positively impact and influence others.</i>
<b>Humanistic-Encouraging</b>	<i>Inspires, encourages, challenges and supports others to improve and grow by genuinely listening and providing constructive and timely feedback.</i>
<b>Affiliative</b>	<i>Acts in ways which promote and support HomeStart as one organisation with a common purpose and set of values. Is prepared to set aside own agenda in the interests of HomeStart as a whole as well as supporting and encouraging co-operation within and across teams.</i>

## Other Requirements

### Essential criteria

- A minimum of 5 years relevant experience in marketing, commerce or related disciplines plus relevant tertiary qualifications
- Strong planning, prioritising and attention to detail.
- Experience in executing plans across various channels.
- Experience dealing with all levels of business: eg management, government, loan brokers, technology and editorial
- Excellent analytical and problem solving skills.
- Proven outstanding negotiation skills, persuasive ability and excellent communication skills.
- Familiar with social media technology, etiquette, principles and trends.
- Experience in and ability to maintain a strong understanding of marketing trends and applying learnings in a commercial environment.

### Desirable criteria

- Experience and commitment in using continuous improvement tools.
- Experience in participating in cross functional project teams.
- Business to Customer marketing experience.

### Special conditions

- Required to provide a satisfactory National Criminal History Record Check (Police Check), where applicable.
- May be required to act in higher level positions, or assume additional accountability, as and when required.
- Flexibility in working across business units as required.
- May be required to work reasonable overtime with notice.
- Some out of hours, weekend work and intrastate/interstate travel may be required.

### Acknowledgements

Signature

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Name of employee

\_\_\_\_\_

Date: \_\_\_\_\_

Signature

\_\_\_\_\_

Name of leader

\_\_\_\_\_

Date: \_\_\_\_\_