

Position Description

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| Position | Title: | No.: | Reports to: | Title: | No.: |
| | Marketing Specialist – Third Party | HSF120 | | Marketing & Communications Leader | HSF067 |
| Business Unit: | Marketing and Communications | | Division: | Customers & Origination | |

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 – Third Party is responsible for driving the marketing planning and activities for the Broker and Construction segments and ensuring integration within the overall Marketing & Communications strategy. The objective is, through the use of all channels to market, to increase brand awareness, improve customer engagement, generate enquiries and contribute to HomeStart’s presence across social networking sites. They will provide input and support for the development of the overall Marketing & Communications Strategy and management of the team’s priorities, workload and development.

Our Values:

| Achievement | Simplicity | Integrity |
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| 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: Sales team, Head of Divisions, People Leaders, Information Services, People & Culture

External: Advertising agencies; direct marketing agencies, digital agencies and suppliers; MEC, external web developers; Minister’s office; Renewal SA, DPC 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 Third Party 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.
- Plan events as part of the operational plan and report on results as required.
- 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 media, 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/externals stakeholders as part of the campaign plans.
- Present plans and results to key stakeholders as required.
- Plan and implement 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 web content, MyStart articles and other promotional activities as required.
- Develop emarketing material for digital promotions as required.
- Support and maintain processes to ensure a consistent style of presentation and delivery of internal and external communications using the Corporate 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

Broker engagement

- Create and manage the program of engagement activities/events to enhance our broker relationship and the quality and volume of sales from this channel.
- Develop specific Broker orientated marketing and engagement activities by consulting with the Originations Team to assist them to implement the Distribution Strategy.

Public relations

- Plan and implement the update for Annual Report as per required timeframes and liaise with key stakeholders for input and sign off. Manage the designer time, write the CEO, Chair and other relevant sections as well as the financials.
- Manage the PR agency budget and ensure delivery of activities within budget.
- Manage the day to day relationship with the external PR consultant to ensure the

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| | <p>regular flow of information and PR opportunities for HomeStart.</p> <ul style="list-style-type: none"> Proactively identify potential stories, customers for journalists to interview, customer quotes and relevant statistics to assist in the development of strong PR activity. Review and edit, when required, all draft news releases and obtain relevant business, legal and compliance approvals. Maintain a PR calendar of events with PR consultant and liaise with Minister's Media Adviser and other relevant media units on events that could impact on their activities. Build and maintain relationships with non-traditional media outlets and relevant industry association spokespersons. Develop and maintain the monthly Board Report requirement on media activities Develop and maintain the weekly media summary as a corporate announcement Manage and review the effectiveness of the media monitoring service. |
| Financial management | <ul style="list-style-type: none"> Monitor all relevant administration costs to ensure proper budgetary controls are exercised and budget variances are accounted for. Review and approve all expenses relating to relevant cost centres according to delegations specified in the Register of Financial Authorities document. |
| External stakeholder relations | <ul style="list-style-type: none"> Create and maintain conditions for effective relations with relevant external organisations, government agencies, customers and vendors where appropriate. Respond to stakeholder queries in a prompt and courteous manner. |
| Corporate responsibilities | <ul style="list-style-type: none"> Ensure the appropriate application and recording of risks according to HomeStart's Risk Management Policy and Practices. Ensure own and team compliance to HomeStart financial policies and procedures. 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. Maintain a commitment to EEO, Diversity, Ethical Conduct and the legislative requirements of the Work, Health and Safety Act 2012. Model ethical behaviour and practices consistent with SA Government Code of Ethics for Public Sector Employees. Understand and follow workplace safety initiatives and procedures, identify hazards and contribute to a safe working environment. |

Behavioural profile

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| Achievement | <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> |
| Self-Actualising | <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> |
| Humanistic-Encouraging | <i>Inspires, encourages, challenges and supports others to improve and grow by genuinely listening and providing constructive and timely feedback.</i> |
| Affiliative | <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.
- Prior experience in proactively developing content for PR and working with external PR agencies.
- Prior experience in developing communications material (writing/editing) in a corporate environment to suit a range of marketing channels.
- Proven outstanding negotiation skills, excellent written and oral 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 Business 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

Name of employee

Date: _____

Signature

Name of leader

Date: _____