



# Job & Person Specification

## Job Title

Marketing Manager

## Primary Location

Adelaide

## Division/Department

Business Operations / Marketing & Fundraising

## Uniform

Preferred

## Classification

Employee Level 8

## Remuneration

Commences Band B Level 12 to C Level 8, dependent upon qualifications, skills and experience.

## Special Conditions

As per RZSSA Collective Agreement, plus;

- May be required to work at any Zoos SA location.
- Required to work a 5 day roster (as per contract)
- Required to obtain and provide a National Police Certificate
- Requested to obtain and maintain recommended Immunisations
- Required to retain relevant licences, qualifications and/or accreditations
- A 6 month probation period applies to all roles.
- Duties are performed under broad direction.
- May be required to work evenings, weekends or public holidays, for which Time off in lieu will be available.

## Summary of Role

In consultation with the General Manager of Strategic Marketing and Fundraising, efficiently and effectively undertake the management of Marketing activities across all Zoos SA sites in order to achieve the organisational goals. This includes and is not limited to all administrative duties including; processing of invoices, placement of advertisements and coordination of marketing team activities.

## Career Progression (dependent upon experience, qualification and performance)

Progression will be in line with targets established within performance development plans.

## Zoos SA Core Values

**Passion:** We inspire and influence through our valuable conservation efforts and recognise success.

**Effectiveness:** We focus on clearly defined shared goals and support people to achieve them.

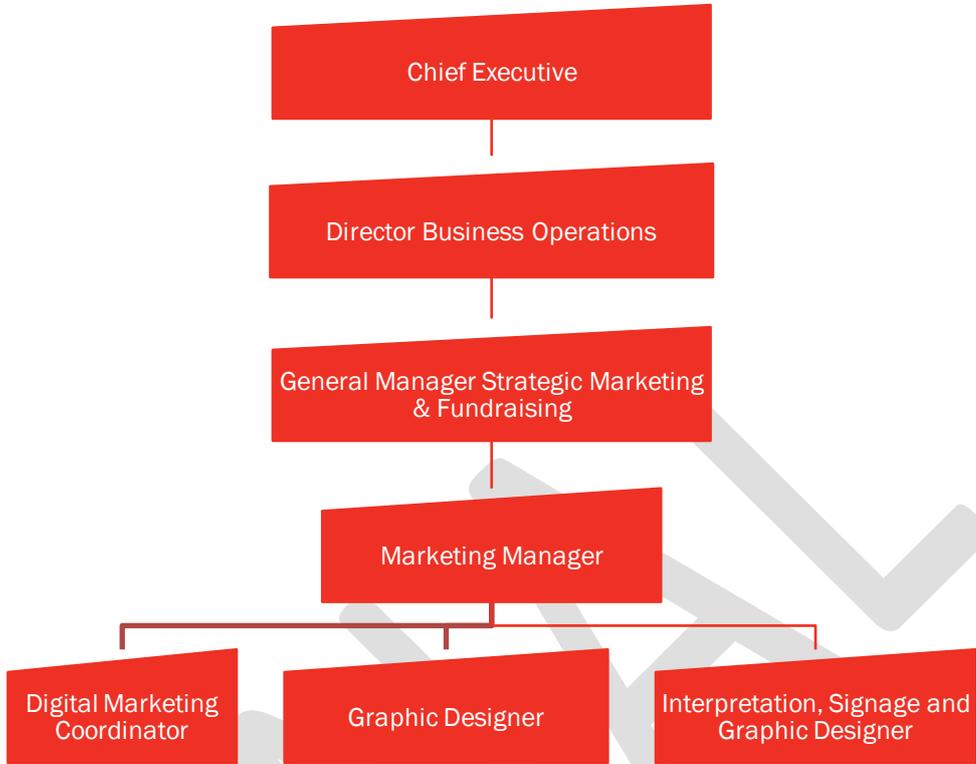
**Innovation:** We seek creative ways to achieve goals and promote a culture of learning and improving.

**Integrity:** We are guided by our values and deliver on our promises.

**Respect:** We respect individual's values and encourage a culture of collaboration, listening and trust.



## Reporting Lines





## Skills and Measurement Criteria

### Administration:

- Undertake routine administrative tasks and maintain all required records to an acceptable standard.
- Ensure timesheets and leave forms are completed to required standards.
- Ensure you are aware of relevant Standard Operating Procedures (SOPs) Policy and Procedure and the Collective Agreement.
- Develop and maintain a detailed working knowledge of the Organisational Strategic Plan, including applying our Vision, Mission, Values and Goals.
- Attend meetings, functions and training sessions as required.
- Prepare reports and recommendations as required.

### Measurement Criteria

- Records assessed by Supervisor for accuracy and content.
- Knowledge of SOPs and working in line with these. Feedback on these and proactive suggestions for change as required.
- Depth of knowledge of Organisational Strategic Plan and the application of our Vision, Mission, Values and Goals.

### Education, Media & Public Relations

- Work closely with the public relations manager in order to best integrate communications both internally and externally.
- Interact informally with the public on an ad hoc basis providing directions and information on Zoo activities, exhibits, facilities and animals.
- Highlight any potential media stories to line manager
- Assist with public relations activities as required

### Measurement Criteria

- Public feedback from interactions, questionnaires, letters submitted, assessment by Supervisors /specialists and 'mystery shopper' feedback.

### Marketing

- Design, develop and deliver innovative marketing strategies to ensure a coordinated approach to the marketing activities for Zoos SA.
- Utilise current (and source) market data/research to ensure that Zoos SA are best placed to meet and exceed current market needs. Monitor market trends and marketing activity performance in order to best position Zoos SA for future growth
- Work co-operatively with the GM to ensure there is alignment between the income development strategies and the marketing plans within Zoos SA and provide reconciliation advice to the Manager as required/requested.
- Lead the design team to ensure optimum output and prioritisation across Zoos SA's design needs.
- Lead the digital marketing activities for the organisation, ensuring alignment to organisational goals. Ensure that latest digital marketing trends are tracked and implement them should they align with organisational plans and goals
- Lead the Marketing team and ensure that all key stakeholders are informed of upcoming marketing events and campaigns. Ensure that at the conclusion of these activities, results are reported back to these stakeholders.
- Develop, manage and implement strategies for commercial advertising and distribution of promotional materials, development of promotional brochures and materials. Including the coordinating of numbers ordered and managing the storage/ distribution of these.
- Manage the development of advertising and the placement of them in consultation with the GM.
- Manage relationships with suppliers, including the sourcing of new relationships and opportunities for partnerships.
- Assist with online and social media.
- Manage the development of above and below line campaigns, that promote the Zoo and its core values.
- Assist in the development of the marketing budget, report on variances and develop plans to ensure that the budget is met.



### Measurement Criteria

- Achievement of goals as set out in organizational plans and personal development plans
- Knowledge of marketing trends and new technologies
- Effective use of market research and the execution of plans that use this knowledge
- On time and on budget delivery of projects
- On time delivery of reports and insights into marketing activities undertaken People

### Management

- Assist with providing guidance to Zoo staff, volunteers and work experience students.
- Assist in the development and delivery of training for the Marketing team,
- Assist in managing the work group to:-
  - set goals, objectives and standards for the work group's performance
  - monitor work performance
  - absence management
  - manage the preparation of rosters and work allocation
  - co-ordinate work experience students
- Assist in managing the training and development of staff:-
  - performance reviews of staff
  - identification of training needs
  - development of training schedules
  - implementation of training programmes
  - monitoring and review of training programmes
- Manage day to day workloads of team members, check records and diaries for accuracy. Ensure duties are performed to the required standards and document findings.
- Ensure staff are aware of relevant Standard Operating Procedures (SOPs) Policy and Procedures.
- Provide feedback on each team member on a monthly basis to line manager and contribute constructively to the Performance Development plan process.
- Discuss behaviour or workplace standards where issues arise and manage these informally where appropriate.

### Measurement Criteria

- Assisting and advising coworkers in a constructive and positive manner.
- Actively managing performance management issues within the team
- Report repeated concerns or issues to line manager and/or Human Resources.
- Proactive production of timely reports to the required standard.
- Actively involved in providing positive feedback to assist in the management of visitor experience.
- Actively lead through positive feedback to manage the Marketing team and the achievement of Zoos SA Goals and Values.
- Monitoring of visitor flow to ensure efficiency and effectiveness of staff levels.

### Workplace Health & Safety

- Work consistently in accordance with established safety procedures to ensure animal security, personal safety, protection of coworkers and the public.
- Identify and report issues of safety to the Human Resources and complete appropriate reports.
- Show care and consideration for coworkers.

### Measurement Criteria

- Has an understanding of relevant Policy and Procedures to their role and is working in line with these.
- Understands the need to follow up on risks and incidents and takes action appropriately, following the required process
- Undertakes corrective action where this is appropriate
- Completion of regular, detailed workplace assessments.
- Awareness of others and their feelings

### Other duties

- Participate in training and development programs identified.
- Other duties as required



## Person Skills: Essential & Desirable

### Qualifications

#### Essential

- An appropriate tertiary qualification; Degree in marketing.

#### Desirable

- Information & Technology training
  - Qualifications in business, administration and/or communications
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### Skills

#### Essential

- Ability to operate computerised systems, with excellent written and verbal communication skills.
- Strong interpersonal skills and an ability to work under pressure to achieve deadlines.
- Strong computing skills including the ability to develop and maintain websites.
- Ability to work in extremely busy situations.
- Ability to communicate effectively, verbally and in writing with internal and external customers, contacts, potential sponsors and suppliers.
- Possess the ability to work with a wide range of people and levels of staff.
- Good level of analytical skills.
- Ability to work in extremely busy situations.
- Sound ability with computing applications and hardware; such as Microsoft Office.
- Sound ability with use of office equipment.
- Proactive member of the team.

#### Desirable

- First Aid Skills and willingness to maintain a qualification.
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### Experience/Knowledge

#### Essential

- Demonstrated experience and knowledge of marketing and brand management.
- Processing of invoices and a working knowledge of budget management
- Significant experience in an advertising or practical marketing role
- Familiar with the Aims and Objectives of the Royal Zoological Society of SA Inc.
- Knowledge and understanding of and full compliance with Workplace Health and Safety and Equal Opportunities legislation and practices in the work place.
- Management of staff

#### Desirable

- Conservation, science or research background
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## Personal Qualities

### Essential

- Good numeracy and written and able to keep accurate and detailed records
- Excellent verbal communication skills, prepares and delivers accurate and informative presentations as required
- Well-developed observational skills and attention to detail
- Ability to arrange personal and team work routines and practices to make optimum use of time and resources.
- Commitment to the Aim, Objectives and Values of the Society
- Involvement in the establishment of team goals and objectives and actively contributes to the development, documentation and achievement of these.
- Ability to work consistently to established standards.
- Self-motivated and shows initiative.
- Ability to maintain a pleasant disposition even when under pressure.
- Ability to lead staff through business change.
- Accurate and thorough in activities with an eye for detail.

FINAL



## Signoff

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### Occupant

I have noted the statement of duties, responsibilities and expectations as detailed in this document and I agree to undertake these duties to the standards expected and uphold the vision, mission, values and strategic objectives of Zoos SA.

Occupant Name: \_\_\_\_\_

Occupant Signature: \_\_\_\_\_

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

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### Manager

I hereby agree that I have reviewed the statement of duties, responsibilities and expectations as detailed in this document as a true reflection for this position.

Manager Name: \_\_\_\_\_

Manager Signature: \_\_\_\_\_

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

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### Human Resources

I hereby agree that I have reviewed the statement of duties, responsibilities and expectations, including the classification and remuneration range, as detailed in this document and confirm the format is correct.

Human Resource Name: \_\_\_\_\_

Human Resource Signature: \_\_\_\_\_

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