

JOB ADVERTISEMENT

MARKETING AND COMMUNICATIONS MANAGER

The ALLG specialises in research that creates better treatments and better lives for those with a blood cancer. For more than 40 years our member doctors have continued to establish high impact clinical trials for their patients. The new position of Marketing and Communications Manager is pivotal to the continued success of the vibrant clinical trial program. Reportable to the CEO, this position has responsibility for the marketing objectives, and delivery of communications that will raise our profile across all sectors. Demonstrated marketing strategy competence is essential. Experience in devising and implementing communications and campaign plans will make you a key candidate for this role. You will be a highly motivated self-starter and be proficient in your use of MS Word suite, desktop publishing and the eTapestry platform. The position is part-time, for 12months with the possibility of continuation, and in a team dedicated to research excellence in a progressive clinical trial setting.

Responsibilities include:

- Design, implement and monitor marketing strategies that increase the positive awareness of the ALLG and its good work
- Review, produce, implement, distribute and monitor marketing materials, communications and campaigns
- Preparation of periodic reporting, including KPI reports
- Prepare clear simple messaging for communications across a range of digital and social media
- Prepare, edit, publish publication pieces such as newsletters, research outcome stories
- Coordinate the agenda and papers of the Marketing Committee
- Assist the fundraising appeals to maximise reach and promotion
- Can do, positive attitude toward new opportunities

KEY SKILLS AND CRITERIA

- **Tertiary qualification in marketing, communications or related field**
- **Experience in health or the Not For Profit sector**
- **Demonstrated experience in devising and implementing communications and campaign plans**
- **Experience with content writing for publication and communication materials for external stakeholders**
- **Hands on marketing professional with ability to work autonomously across multiple projects with tight timelines**
- **Demonstrated experience with MS Word, Outlook, Excel, PowerPoint and Access, eTapestry**
- **High attention to detail**
- **Exceptional communication skills; the measure of our success is in the collaborations with our community**
- **Ability to review processes and suggest improvements to enhance existing methods**
- **Excellent oral and written communication skills**
- **Personal confidence to liaise with a variety of stakeholders**
- **Video filming and editing skills, and photography skills**
- **Experience in public relations, media advocacy or journalism**
- **Understanding of medical terminology (desirable but not essential)**

The ALLG as a not-for-profit organisation offers salary packaging entitlement.

To apply candidates must submit a cover letter addressing the listed key skills and criteria above, and provide a copy of current CV.

Copy of position description available on request, contact Delaine Smith CEO ALLG.

CLOSING DATE: 5pm 8 November 2017