Job Description

Job Title	Marketing Manager	Date	April 2014
Department	Marketing	Type	Full time
Reports to	Head of Marketing		

Purpose
The Marketing Manager is accountable for the planning and execution of CHOICE acquisition marketing activities across all channels and CHOICE activities to achieve set volume and revenue targets, underpinned with consistent representation the CHOICE brand and values. The role reports into the Head of Marketing and has no direct reports.

Primary Focus – Responsibilities / Activities	Estimated Annual Time
Work closely with the Marketing Directorate Teams (Marketing, Consumer Insights and Member Services) to provide planning support and execution of the acquisition strategy to deliver against all targets set out in the business plan. Includes cross-functional project engagement with all key stakeholders, agencies and teams.	50%
Regular tracking, reporting and presenting on all channel marketing initiatives, including detailed analysis and associated commentary, measured against relevant KPIs.	25%
End to end project management of through the line brand and asset production such as in-house magazine ads, fly sheets, promotional campaigns, website promotion, digital campaigns such as display, affiliate and partnership collateral, videos, content marketing, branded merchandise, CHOICE products and services and CHOICE events.	15%
Identify and initiate new acquisition opportunities and optimise existing partnerships, affiliates and agencies. Manage relationships with existing agencies and suppliers.	10%

Role in Business Process	
Results	- Accountable for monthly acquisition results across print and digital channels. - Accountable for achievement of target financial results such as CPA and ROI. - Responsible for managing all marketing campaigns to attract, engage and convert new audiences.
Position Scope	- The key objective of the Marketing Manager role is to develop and manage new and existing acquisition opportunities – from B2B, affiliate to digital and offline to support CHOICE business goals. - Develop marketing collateral to support CHOICE teams and commercial areas

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	of the business. - Fulfilment of all promotional offers including sampling activities, gift subscription offers, affiliate partners, cross-sell and up-sell campaigns. - Develop propositions as relevant and copy for marketing activities on and offline. - Project manages set marketing projects from concept and documentation to evaluation. - Provide recommendations for process change and new marketing activities to improve subscription, circulation, ROI and conversions. - Departmental administrative duties and ad hoc project support, where required. - Manage suppliers and internal costs of all activities in line with marketing budget.
Decision Making	- Identifying new business channels and optimising existing to increase subscription opportunities. - Optimise given budgets on a regular basis to reach targets. - Optimising ongoing marketing campaigns with partners, based on insight and results. - Use relevant data, insight and analysis to inform planning sessions and decision making, collaborating with key stakeholders. - Proactive in identifying best practise reporting, planning and marketing effectiveness tools and processes.
People Management	The role reports into the Head of Marketing and has no direct reports.
Communication / Business Relationships.	- Work with relevant teams to ensure accurate positioning and maintenance of the CHOICE brand across key touch points. - Two-way engagement with key internal and external stakeholders to ensure all parties have a clear understanding and support for campaigns and Appropriately briefed from project conception. - Attending digital, content and media team meetings to ensure two way communications of campaigns around the business, including marketing. - Manage the design and creative process for each campaign, working with internal and external teams and resources. - Work closely with the Digital Innovation and Commercial teams at CHOICE. - Work with the Online Communities Manager to align acquisition and marketing focused activities to our social activity - Manage plans and liaise with external service providers (e.g. printers, mail-house, marketing agency, brand agency, media buying agency).
Fiscal responsibilities	- Manage financial aspects of marketing activities as agreed with Head of Marketing including sourcing third party cost estimates, providing project briefs for job estimates, media plans, track invoices received / accruals and resulting budget impacts. - Check all invoices and estimates to ensure they align with agreed marketing activity budgets and timings. - Report on metrics such as CPA and ROI of projects on a regular basis.

Employee Profile	
Experience	• Minimum 3 years marketing experience working in a digital / e-commerce environment to achieve sales and / or subscription targets. • Good communicator, robust engagement skills. • Some experience managing branded organisational functions and media events. • Experienced working with a lean agile marketing environment.

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	• Experience marketing in the travel industry highly desirable • Experienced in B2B sales in a focused organisation. • Experience client side or agency with proven ability to manage people and projects. • Results driven with excellent attention to detail. • Good working knowledge and experience of digital and email marketing.
Requirement	• Ideally hold a Marketing or Communications Degree.
Education & Training (min. requirement)	☐ HSC ☐ Diploma x Degree ☐ Master's Degree ☐ Professional Training / Certification ☐ Other
Knowledge, skills, and abilities	• Previous experience and confidence managing media plans, agencies and marketing partners. • Ability to work well autonomously and within a team environment • Proven results in developing and managing an affiliate and B2B marketing program • Must be proficient in MS Office applications and Google Analytics. • Problem solving skills and initiative. • Proven track record achieving set business targets • High excellent attention to detail. • Email marketing experience highly desirable. • Ability to work to deadlines and budgets and manage time effectively. • High integrity and professional approach • Experienced in Netsuite, Sitecore and/or Exact Target or similar email platforms a plus. • Excellent verbal and written communication skills and report writing. • Experience working within the Travel sector a plus • Ability to confidently present at all levels, from small teams to the wider organisation • Proven ability to simply interpret complex data and management manipulation of data, analysis and reporting.
CHOICE Organisational Values	Our organisational values shape the way we work. All CHOICE staff need to demonstrate the following values: • TRUTH – We are fearless in finding TRUTH. We speak it, hear it, see it, share it & live it • HELP – We HELP each other, our members & all consumers • IMPACT – We make an IMPACT with a mix of RIGOUR & HUMOUR

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