# MARKETING MANAGER

When hiring a new employee it is important to provide them with a position description outlining, among other things, the tasks the employee will be required to undertake and the skills and knowledge needed to perform the role.

The following template may assist employers in developing a position description. The template can be easily modified to meet the requirements of the business. Be advised that information contained in this template is general in nature. If you are unsure about how best to write a position description that is suited to your workplace, please call the Workplace Relations Advice Line on (03) 8662 5222.

## Contacting the Victorian Chamber of Commerce and Industry

The Victorian Chamber’s team of experienced workplace relations advisors can assist members with a range of employment, human resources and industrial relations issues.

Our experienced workplace relations consultants can also provide assistance to both members and non-members on a range of more complex matters for a fee-for-service. The consultants can, among other things, provide training to employees, conduct investigations and provide representation at proceedings at the Fair Work Commission.

For assistance or more information, please contact the Workplace Relations Advice Line on (03) 8662 5222.

Disclaimer

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## POSITION DETAILS

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| --- | --- |
| Position Title: | Marketing Manager |
| Job Type: | Permanent full-time |
| Hours of Work: | For example:38 hours per week, Monday to Friday. |
| Reports to: | Office Manager |
| Award: | *A number of awards may be applicable, please call the Victorian Chamber* |
| Date of Appointment: |  |

## POSITION REQUIREMENTS

|  |  |
| --- | --- |
| 1.Main Duties | ***Outline the key duties and responsibilities of the role.*** For example:* Oversee the management of all marketing and communication activities both internally and externally to increase the ***[insert company name]*** profile.
* Develop and continually review the marketing strategy for the organisation.
* Prepare, review and control budget proposals for all marketing and communications expenditure.
* Analyse the cost and effectiveness of marketing and communications campaigns.
* Ensure consistency in all ***[insert company name]*** printed and electronic communications.
* Ensure all content is targeted appropriately to market segments.
* Undertake ongoing research to determine whether strategy is meeting market needs.
* Review all communications and introduce new initiatives when/if required.
* Monitor all outgoing communications and returned mail.
* Develop and deliver revenue and expenditure targets.
* Identify best practice standards to achieve more effective and efficient systems and procedures.
* Ensure customer service standards are maintained.
* Ensure database information maintenance and integrity for all customers.
* Manage, lead and supervise the marketing team and assume accountability for the following activities:

 -documenting Work Plans for each staff member, which are reviewed at least every 12 months and signed off by each team member-setting and demonstrating clear direction-selecting, or approving the selection and training of, staff in conjunction with HR-overseeing the completion and approval of all staff timesheets and leave request forms.* Actively participate in the Annual Performance Review process.
* Provide a safe, healthy and hazard free environment for staff, and ensure both employer and employee obligations are met as outlined in the ***[insert company name]*** Policies and Procedures.
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| 2. Qualifications | ***What qualifications are required for the role?***For example: Bachelor of Business (Marketing)  |
| 3. Skills | ***List the skills needed for the job.*** For example:* Excellent written and verbal communication skills.
* Excellent organisational management skills
* Design skills with working knowledge of Adobe Design Suite
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Employee Signature: Date:

Employer Signature: Date: