# POSITION DESCRIPTION

<table>
<thead>
<tr>
<th>Role Title</th>
<th>Marketing Engagement Manager</th>
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<tr>
<td>Reports to</td>
<td>Head of Communications &amp; Engagement</td>
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<tr>
<td>Roles reporting into this role</td>
<td>Marketing Coordinator</td>
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<tr>
<td>Award and Classification</td>
<td>Social Community Home Care And Disability Service Award 2010, Social And Community Services Employee Level 6</td>
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## Purpose of the Role

The Marketing Engagement Manager supports marketing and communications work across the organisation: Clinical, Treatment and Support Services (including the national Helpline); Prevention; and Corporate Services.

As a key team member of the Communications and Engagement team, this role is responsible for services marketing, working with the clinical and treatment teams to assist with market intelligence, program development, pricing, and promotional strategy. It will also require working closely with Butterfly’s Lived Experience Community Insights Group (LECIG) and Lived Experience Network (LEN) to test and co-design programs and campaigns.

A critical component of this role will be to champion our inclusion and diversity strategy through campaigns, stakeholder engagement and representation of diverse and/or marginalised groups in everything we do.

## Accountabilities and Responsibilities

### Develop an integrated brand marketing strategy

- Integrated brand marketing: consolidate Butterfly as a credible, evidence-based, result-driven service delivery organisation; encourage help-seeking and build on Butterfly national Helpline’s reputation as the key channel for support on eating disorders and body negativity; develop brand communications including contributing web content ideas to help with promotion of services and working with the communications team to deliver services-focussed media coverage.
- Raise awareness about Butterfly and the services it provides to potential service users, healthcare professionals (referral pathways) and the mental health sector.
- Develop brand impact content and advertising to raise awareness, disseminate key messaging, and drive engagement.
- Encourage help-seeking and build on the Butterfly national Helpline’s reputation as the key channel for help on eating disorders and body negativity.
- Support the communications team in developing brand communications including contributing web content ideas to help with promotion of services and working with the communications team to deliver services-focussed media coverage.
- Work with the fundraising team to assist with marketing to donors and potential donors including developing collateral, writing eDM content, advising on and updating website content as required.
- Advise on and track marketing budgets across different business units and manage expenditure effectively for maximum success.

### Advertising and Promotion

- Work within a limited budget to develop an effective advertising strategy, based on ROI, across digital and traditional platforms.
- Advise on SEO and SEM to drive traffic to Butterfly’s website with clear CTAs, and track and report on google analytics, working with external suppliers as required.
- Effectively manage Butterfly’s $10k per month Google ad grant.
- Manage the development of brand impact content, including working with brand, creative and content agencies as required.
- Systematically collect evidence to measure and report on success, proactively modifying for improvement dynamically across each campaign.

**Stakeholder engagement**
- Work with the Clinical and Prevention teams to map out, develop and deliver annual event/promotions program.
- Support the Manager, Research, Knowledge and Policy, with promotion and engagement with people with lived experience through the LECIG and the Lived Experience Network (LEN).
- Develop relationships with selected mental health organisations and other key stakeholders within the sector in order to widen opportunities for promotion of the service.

**Special projects**
- Continue to develop strategies and campaigns to improve reach to Helpline target populations: males, Aboriginal and Torres Strait Islander populations, Culturally and Linguistically Diverse (CALD), and lesbian, gay, bisexual, transgender, intersex and asexual + (LGBTIA+) people.
- Evolve and deliver campaigns including Talking Helps and EveryBODY is Deadly to deliver on the above, introducing new campaigns as required.
- Work with Butterfly’s HR department and the Speaker and Ambassador Coordinator to promote internal inclusion and diversity and encourage a broad representation of staff and advocates.

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<th>Selection Criteria</th>
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<td>Degree level or higher qualifications in marketing or a related field.</td>
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<td>At least four years' experience in marketing or advertising services, including the ability to set strategic goals in accordance with the organisation's strategic direction, analyse results and drive growth.</td>
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<td>Strong track record in creating, developing and implementing marketing and promotion strategies and the ability to independently plan and manage day to day marketing and market research activities.</td>
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<td>Demonstrated experience in SEO and SEM to deliver effective, creative solutions.</td>
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<td>Project management skills including experience in overseeing agency/supplier relationships: writing a brief, calling for tenders/EOIs, selecting appropriately, developing and achieving key milestones on time and to budget.</td>
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<td>Excellent writing, editing, presentation and storytelling skills, with the ability to provide diverse writing samples across a range of mediums and channels.</td>
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<td>Demonstrated ability to extract, analyse and translate data into accessible formats for diverse stakeholders (including volunteers, staff, government departments and the general community).</td>
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<td>Strong interpersonal skills – including building effective relationships, positive interaction and effective problem solving.</td>
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<td>Proficient IT skills including experience in using MS Office and Google Analytics.</td>
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<td>Financially competent with ability to plan and manage a basic budget and get value from every dollar.</td>
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- Ability to grasp new concepts quickly, think creatively, and problem-solve in a fast-paced and complex work environment.
- Self-motivated and professional, with ability to achieve outcomes with a busy workload.
- Ability to work effectively as part of a team.

**Desirable**
- Experience in a similar not-for-profit or charitable NGO environment.
- Experience working in the mental health or health environment.
- Experience in market research including monitoring trends and identifying gaps and opportunities, with consideration for target populations.
- Experience working with diverse groups and communities for broad representation.
- IT skills in WordPress, MS Dynamics and/or Twilio.
- Understanding of best practice communication in the reporting and portrayal of eating disorders.

**Other requirements**
- At all times:
  - Conduct yourself in a professional manner.
  - Have exceptional interpersonal relationship skills and a positive attitude.
  - Strive to act in accordance with the vision, mission and objectives of Butterfly and to do all possible to assist Butterfly in achieving its aims.
  - Follow Butterfly’s policies and procedures.
  - Follow/participate in occupational health and safety measures.
  - Act considerately around the workplace and have regard for the well-being of fellow staff, volunteers and our service users.
  - It is a requirement of all positions at Butterfly that the person has a Working With Children Check Clearance (Pass) and Police check.
  - All staff should be aware of and actively uphold the Butterfly values.

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**BUTTERFLY**

**Overview**
Butterfly Foundation (Butterfly) is Australia’s national charity for eating disorders and body image issues, providing a voice for those affected and the people who care for them. Eating disorders are severe and complex mental illnesses with physical complications, and the medical, psychological, physical and social consequences can be long term and for many, life threatening.

**Vision**
All people in Australia can live free of eating disorders and negative body image.

**Mission**
We work to prevent eating disorders and body image issues from occurring, to ensure that the best possible treatments are available, and that appropriate care and support is there for those affected.

**Goals**
**Reduce Stigma and increase help-seeking:**
- Listen to, amplify, and advocate for the voice of lived experience.
- Increase public awareness and understanding.
- Grow our digital presence.

**Work to prevent eating disorders from developing:**
- Deliver accessible evidence-based information and support.
• Deliver and expand whole of school (5-18 years) based education.
• Collaborate on innovative service offerings in universal prevention and early intervention.

**Improve treatment and support:**
• Establish evidence for residential treatment as a component of the eating disorder system of care in Australia.
• Implement and evaluate programs and services which address gaps in care.
• Assess gaps in the system of care and advocate for change to address them.

Butterfly acknowledges Aboriginal and Torres Strait Islander people as Australia's first people and traditional custodians.

Butterfly is committed to embracing diversity and welcomes all people irrespective of body shape and size, ethnicity, faith, age, sexual orientation and gender identity. More information about our commitment to reconciliation, diversity and inclusion is available here: https://butterfly.org.au/who-we-are/reconciliation-inclusion/.