Position Detail

Position Title: Campaign Manager

Position Reports to: Communications Strategy Manager

Business Unit: Marketing & Communications

Term: 12 Month Fixed Term MAT Leave Cover

Number of Direct reports: 1

Number of Indirect reports: 0

Group and Position Purpose

Purpose of the Group is to build trust and confidence through promotion and protection of the dairy industry. Support, engage and communicate with key internal and external stakeholders to achieve this.

Purpose of the Position is to drive the development and implementation of Dairy Australia’s consumer marketing campaigns. Manage the communication of campaigns to key stakeholders including RDPs, farmers and manufacturers.

Main Accountabilities

Campaign Management

- Manage the development and implementation of consumer marketing campaigns.
- Ensure alignment of campaigns with communications strategy and messaging framework.
- Manage program of campaigns (planned and responsive) and ensure alignment with influencer activity.
- Develop campaign creative elements to support campaign and media channel needs.
- Establish systems and process to manage cross functional campaigns including stakeholder engagement.
- Develop and manage campaign cross functional calendars.
- Develop briefs for campaigns and brief cross functional team.
- Coordinate the cross functional response to brief.
- Manage the production and availability of relevant campaign communications and resources.
- Develop campaign communications to industry stakeholders – DA/RDPs, ADF/ADPF/SDFOs, manufacturers/retailers, and farmers.
- Drive the development of campaign extension to RDPs/farmers.
- Evaluate campaign effectiveness, including input from cross-functional team.
- Develop key messages and content as required.
Industry Stakeholder Engagement Strategy

- Develop industry stakeholder engagement strategy.
- Support the delivery of the industry stakeholder engagement strategy across the organisation.
- Manage relationship between manufacturers and retailers, including joint campaigns and content sharing.

Project Management

- Conduct all aspects of project management for one of the primary consumer marketing projects.
- Undertake analysis and evaluation of project and provide quarterly project reports.
- Develop and manage budget for assigned project and initiatives.

Specific Position Requirements

Experience/Knowledge/Abilities

Experience

- Strategic thinking and analytical skills with the ability to translate analysis into actionable project and initiatives plans.
- Project management and organisational skills.
- High level communication skills - excellent verbal and written communications skills.
- High motivation and commitment to excellence.
- Ability to work within a team and help others in a team and be flexible to deal with organisational and broader industry activity.
- Excellent attention to detail.
- Competent in managing budgets, including monitoring and reporting.
- Strong evaluation and reporting skills.
- A degree in marketing and communications or related discipline is essential.
- 5+ years marketing and communications experience.
- Project Management experience.
- Knowledge of, and experience in, the Australian dairy industry (preferred).

Key Working Relationships

<table>
<thead>
<tr>
<th>Internal</th>
<th>External</th>
</tr>
</thead>
<tbody>
<tr>
<td>Health Influencer Communications Manager</td>
<td>Agency partners.</td>
</tr>
<tr>
<td>Community Projects Manager</td>
<td>Levy paying farmers.</td>
</tr>
<tr>
<td>Events &amp; Sponsorship Manager</td>
<td>Key influencer stakeholders.</td>
</tr>
<tr>
<td>Media Manager</td>
<td></td>
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</tbody>
</table>
## Dairy Australia – Position Description

### CAMPAIGN MANAGER

- Business Groups.
- RDPs. Campaign Coordinator
- Group Manager, Marketing and Communications.
- Communications Strategy Manager.
- Brand Manager
- Public Relations Manager
- Digital Communications Manager.
- Other marketing and communications team members.

### Decision Making Authority

- xxx

### Behavioural Competencies

| Resilience and Interpersonal skills | Is composed, calm, and confident and focuses on solving conflict, not blaming. Maintains confidentiality. Listens to others without interrupting. Keeps emotions under control. Remains open to others' ideas and tries new things. |
| Written and Verbal Communication | Ability to convey information verbally and in writing to foster, encourage and facilitate open communication |
| Accountability within Judgment & Decision Making | Takes personal responsibility for conduct and the quality and timeliness of work. Makes timely, informed decisions using judgment and taking into account the facts, goals, constraints and risks. |
| Client Service/Commitment to Service | Ability to meet/exceed client service needs and expectations and provide excellent service in a direct or indirect manner. |
| Planning and Organisation | Superior organisation skills and dedication to completing duties in a timely manner, utilising time management and prioritisation skills. |
| Collaboration/Team Work and Leadership | Shows initiative and encourages cooperation and collaboration. Works cooperatively with others to achieve set goals. Exhibits confidence in self and others. Inspires and motivates others to perform well. |

### Flexible Working Opportunities available for this role:

<table>
<thead>
<tr>
<th>Remote Working</th>
<th>Early start/early finish</th>
<th>Part-time</th>
<th>Job-share</th>
</tr>
</thead>
</table>

(assessment is based on factors such as the type of activities the role performed, systems required to be used to perform the role etc. Discussions with manager are required to validate before flex working commences)