

# Position Description

## Digital Marketing Manager

**Location:** National Office - Melbourne

**Department:** Strategic

**Level:** HS6

**Employment Type:** Maximum Term, Full time

**Approved By:** Simone Williams

**Date Approved:** April 2020

**Agreed By:**

**Date Agreed:**

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### 1. HEADSPACE VISION

All young Australians are supported to be mentally healthy and engaged in their communities.

### 2. HEADSPACE MISSION

headspace collaborates to design and deliver innovative ways of working with young people to strengthen their mental health and wellbeing.

### 3. HEADSPACE VALUES

At headspace, we are inspired by and believe in the power of youth. We work together to deliver authentic, progressive and inclusive services to build a brighter future with young people. We know where we're going, we're guided by our values, and we're committed to getting there together. Our people play an important part in shaping our culture and therefore, all headspace employees are expected to undertake their work in accordance with the headspace values as follows:

- **Inclusion** - We have a welcoming, safe and inclusive work environment - we believe that there is strength in difference
- **Collaboration** - We share information and work collaboratively, internally and externally, to deliver great outcomes with young people
- **Agility** - We are agile and innovative in our approach, so that we continue to meet the changing needs of young people
- **Excellence** - We have dedicated people who are empowered to deliver on our promises so that we can provide professional, high quality services



#### 4. HEADSPACE VISION FOR RECONCILIATION

The headspace vision for reconciliation is an equitable Australia where the 60,000 year old cultures and continuing connection to Country of Aboriginal and Torres Strait Islander peoples are respected and celebrated. This future Australia is united by the understanding of our shared past, upholds the rights of Aboriginal and Torres Strait Islander peoples, and embraces self-determination and diversity. The headspace Reconciliation Action Plan formalises our commitment to reconciliation and to strengthening the social and emotional wellbeing of Aboriginal and Torres Strait Islander young people and communities.

#### 5. POSITION SUMMARY

The Digital Marketing Manager (DMM) will be primarily responsible for establishing, managing and executing the headspace digital marketing and social media strategies for both internal and external audiences. They will work to grow digital engagement and advocacy across all digital channels, as well as being responsible for analytics, insights and reporting to continually optimise performance. This position will also manage risk associated with the use of digital channels and develop best practice mitigation processes. The DMM leads the development and growth of a direct report who manages the creation of social, blog and web content, and the day to day coordination of digital assets.

#### 6. POSITION CONTEXT

The Digital Marketing Manager will be an experienced and innovative professional, with considerable knowledge and experience in the development and implementation of digital engagement and social media strategies. The role reports in to the Head of Brand, Marketing & Communications and has line management responsibility for the Digital Marketing Advisor.

The Digital Marketing Manager forms part of the Strategic Communications Division at headspace National Office (hNO) which is responsible for strategic internal and external communications and marketing, fundraising, brand management, media and social media engagement, community awareness campaigns and stakeholder engagement.

#### 7. KEY RESPONSIBILITIES/OUTCOMES

- Lead the development, implementation and evaluation of the headspace digital marketing and social media strategies to create an integrated, 'digital first' experience for all young people, workers, friends and families and employees accessing headspace services.
- Develop a digital marketing plan that clearly outlines key focus areas, nurtures target audiences, and generates B2B and B2C streams of activity
- Define, deliver and continually optimise digital marketing opportunities via SEO, SEM, user experience, and organic & paid social advertising.
- Accountable for the moderation and risk mitigation practices of headspace's digital tools and online communities, including the website's CMS, campaign monitor, headspace content blog and social media channels.
- Support the advocacy strategy by ensuring that headspace digital channels deliver a positive impact to both government and consumer audiences.
- Oversee the management and growth of all digital engagement channels including websites, intranet/extranet, social media, email and any other platforms for internal and external audiences.
- Analyse the success of digital channels and campaigns using measurement tools and insights, with a commitment to continuous improvement through testing and new initiatives.



- Manage existing headspace partnerships with industry peers, key digital agencies/organisations (eg: Instagram) and establish new relationships to drive digital growth for the organisation.
- Act as a brand champion to ensure that all digital assets are compliant and present a consistent headspace brand experience.
- Provide crisis management support, strategic advice and recommendations to the headspace Executive and Board on digital engagement strategies.
- Provide effective leadership to drive the performance and outputs of the team including day to day management of the Digital Marketing Advisor and be accountable for budget, timelines and reporting.
- Establish initiatives, policies and procedures that deliver ongoing improvements in service delivery.
- Undertake out of hours work and travel where appropriate.
- Model and demonstrate constructive working relationships and information exchange within the team and across the organisation.
- Continually build upon knowledge and understanding of Aboriginal and Torres Strait Islander peoples and culture
- Demonstrate the leadership capabilities at the level relevant to this role under the headspace Leadership Capability Framework.
- Build the headspace culture and engagement of our people through effective people leadership and management at both the team and individual level, including:
  - Create and maintain a responsive and respectful workplace culture that integrates the values of the organisation under The headspace Way.
  - Ensure that staff understand what is required of them, have development plans in place and are provided with timely performance feedback in accordance with hSTAR.
  - Provide effective leadership to drive the performance and outputs of the team.
- Monitor, evaluate and manage staff performance to enable individual and team professional growth and development, addressing staff performance issues as required according to documented policies and procedures
- Other duties consistent with the position where required and/or requested by the Divisional Head and/or headspace Executive from time to time

## 8. SELECTION CRITERIA

The following criteria must be met for consideration for this position:

### 8.1 Essential

- Approved tertiary qualifications in communications, marketing, media or related field
- Minimum 5 years' experience in a digital marketing role, with minimum 2 years in a management position.
- Demonstrated success in authoring innovative digital marketing strategies with execution from start to finish.
- Proven ability to lead and effectively manage the performance, output and development of direct reports.
- Demonstrated calm, flexible and team-oriented manner with an ability to grasp the bigger picture and make recommendations accordingly.
- Expert level proficiency in the development and use of common digital platforms and tools.
- Highly developed written and verbal communication skills and well developed influencing and negotiating skills.



- Proven track record in managing and moderating online social media communities and working knowledge of digital platforms such as Google Analytics, Campaign Monitor and CMS for websites.
- Demonstrated experience in managing integrated digital and social media marketing campaigns
- Proven track record in building and managing relationships with a range of internal and external stakeholders including senior executives.
- Ability to be self-motivated, responsive and flexible in an environment with time pressures and multiple priorities.

## 8.2 Desirable

- Experience in a government, government agency or not-for-profit communications setting.
- Experience or understanding of the mental health, or broader health sector.
- Experience working in a politically sensitive environment or complex organisation.

## 9. POLICIES AND WORKPLACE PRACTICES

All headspace employees are required to acquaint themselves with the organisation's policies and procedures and to abide by them at all times.

It is expected that at all times, employees will:

- be respectful towards the organisation, colleagues, clients and the general public
- be cognisant with and uphold the objectives and philosophy of headspace
- act collaboratively with all colleagues
- act in a safe and responsible manner at all times

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## APPLICATION PROCESS

To apply for the role of Digital Marketing Manager, please submit your resume and a cover letter addressing the following three (3) Key Selection Questions.

Please limit your response to these questions to no more than 300 words per question.

Key Selection Questions:

1. The Digital Marketing Manager is responsible for driving the headspace digital marketing roadmap. Please give an overview of your experience in the development, delivery and optimisation of a digital marketing strategy.
2. Highly developed stakeholder engagement and relationship management skills are fundamental to success in this role. Describe how you have developed and maintained effective stakeholder relationships in the past and how you have overcome any resistance from a stakeholder(s) to achieve your goal(s).
3. The Digital Marketing Manager has one direct report. Please outline your management experience, describing your leadership style and how you have successfully used your personal style to get the best out of others.

