



Brand and Marketing Manager

POSITION
DESCRIPTION

Position Description

Position title	Brand and Marketing Manager
Business Area	Corporate Services
Direct Reports	Marketing Coordinator, Communications Officer
Immediate Manager	General Manager Corporate Services
Award	Common Law Contract. Permanent Full Time
Location	Springfield Depot, Moonah
Role Purpose	<p>The Brand and Marketing Manager is responsible for leading the communications, brand and marketing functions for Metro Tasmania</p> <p>The role will deliver a broad range of internal and external brand, communication and marketing services for Metro. This includes providing specialist advice and services across internal communications, community consultation, customer information, marketing and brand, issues management and digital strategies.</p>

Organisational Requirements

All positions within Metro Tasmania will support the achievement of the Metro Tasmania Vision to be a customer centric public transport provider.

Employees are required to comply with all relevant legislation, laws, regulations, standards, codes and Metro Tasmania policies and procedures.

While at work employees must take reasonable care of their own health and safety and the health and safety of others, including those working under their supervision or direction that may be affected by their acts or omissions in accordance with relevant State and Federal Work Health and Safety Legislation.

Our Values

Safety	Keep people safe
Improvement	Challenge the status quo
Teamwork	Better together
Respect	Respect everyone

Role Accountabilities

Leadership	<ul style="list-style-type: none"> • Develop a high performing communications and marketing team providing clear direction that motivates and empowers others who are passionate about delivering great customer outcomes. • Collaborate with colleagues and their teams within the business to ensure alignment to business goals and understanding of communications, brand and marketing objectives. • Encourages organisational and individual responsibility towards the community and the environment • Recognises and rewards the contributions of others
Strategic and operational business unit management	<ul style="list-style-type: none"> • Identifies and develops positive and compelling visions of Metro's future potential • Implement the strategy for internal communications to improve employee engagement and business awareness including leveraging digital tools

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- Implement the strategy for external brand and communications to ensure the Metro business and reputation is maintained
 - Seeks opportunities for organisational improvement by working in partnership with members of the Metro ELT and the broader leadership team to develop, deliver and manage activities to time, cost and expectations
 - Builds wide and effective networks of contacts inside and outside of the organisation
 - Makes effective use of political processes to influence and persuade others
 - Provide specialist advice and support on brand and marketing issues, risks and opportunities and appropriate management strategies to deliver Metro's objectives including leveraging data
 - Develop and implement of marketing strategies and plans for Metro including sponsorship and community engagement
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Projects and Other Tasks

- Develop, implement and evaluate communications and marketing strategies and plans for high-profile, complex, contentious or publicly sensitive projects and services
 - Manage and coordinate competing priorities, deadlines and inputs from multiple internal teams and external stakeholders to guide and influencing positive project outcomes
 - Undertake and be accountable for specific implementation activities including, preparation of high level correspondence and management reports for Executives as required
 - Management and compliance with the financial budgets within your delegation
 - Undertake other duties commensurate with skills and experience (as directed by the General Manager Corporate Services)
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Safety and Wellbeing (Organisational)

Promote and provide active leadership for a safe working environment at Metro Tasmania, this includes and is not limited to:

- Reducing potential for injuries to staff, contractors and members of the public
- Partaking in lead and lag reporting practices
- Championing safety in all activities
- Having confidence and authority to immediately stop any dangerous activities
- Promoting continuous improvement practices
- Promote and drive safe work practices which improve lost time injuries and workers compensation due to minimising injuries; and promote wellbeing and preventative activities

Management Authorities (if appropriate)

2 x Direct Reports

Refer to the Delegation of Authority Manual.

Key Relationships

Position Description

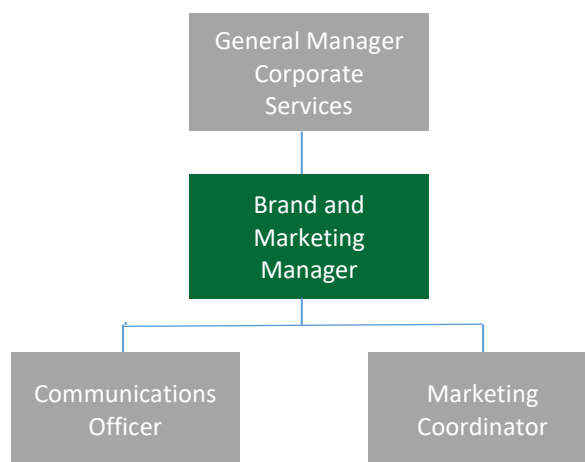
Internal

All Metro Employees
 Corporate Services Team
 Executive Leadership Team

External

Metro Customers
 Ministerial Office/s
 State Government Agencies
 Media
 Marketing Service Providers
 Contractors and Service Providers

Organisational Chart



Qualifications and Experience

- Tertiary qualifications in a relevant discipline or a minimum 5 years proven and demonstrated leadership experience in senior communications and marketing roles
- Demonstrated experience in designing and delivering strategic communication and marketing plans.
- Highly developed stakeholder engagement, networking and influencing skills, with experience working across all organisational levels including with Board and senior management
- Experience across all marketing spectrums including digital
- Experience managing agency relationships and media relations
- Demonstrated project management and advisory experience
- Experience in leading, managing and coaching a team to create a positive, energetic and collaborative communications function

Knowledge, Skills and Abilities

- Excellent written communication skills enabling the production of documents on a range of topics that are clear, accurate and concise
- As a champion of change, display resilience and persistence to achieve positive outcomes
- High-level interpersonal skills, and a willingness to engage effectively with employees at all levels of the organisation and the general public
- Well-developed interpretive skills along with the ability to make sound judgments and solve problems
- Demonstrated capacity to manage sensitive issues and information with tact and discretion



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Approval

Date: June 2022

Approved by:

Katie Cooper, Chief Executive Officer