

DIRECTOR OF MARKETING & COMMUNICATIONS

BOARD OF DIRECTORS, GLOBAL IDEAS

THE OPPORTUNITY

Global Ideas is an interdisciplinary community committed to practical action for global health equity.

The Director of Marketing will be a strategic leader and master of messaging to help Global Ideas sustainably deliver its social mission to shape and connect the next generation to lead change in global health. We believe that through education for global health action, the Global Ideas community will be equipped and motivated to make a difference to the health of the communities in which they live and work.

YOUR ROLE

As the **Director of Marketing**, you will develop the Global Ideas brand, customer targeting, pricing, messaging and sales for Programs through:

- **Branding:** lead the development of brand awareness including our vision, mission and values and project our definition of global health and pathways to collaborative action;
- **Design:** lead the development of our brand and Program collateral in conjunction with freelance creatives;
- **Customer targeting:** target and reach new customers from a diverse range of sectors including corporate, government and community sectors, both at home and abroad to engage with our Programs;
- **Messaging:** lead the development of messaging to the wider Global Ideas community and beyond including EDM, electronic media and traditional media;
- **Sales:** lead the strategy for customer targeting and customer development including targeted promotions. Manage ticketing and event sales in conjunction with Program leads;
- **Web development:** lead the development of www.globalideas.org.au as a tool for brand, community, messaging and sales. Ensure content is relevant, visually engaging, easy to navigate and up-to-date.
- **People management:** manage a portfolio team of volunteers, including further recruitment where appropriate to assist in your delivery;
- **Continuous improvement:** develop and track small number of actionable metrics that inform progress on important agreed goals and assist Global Ideas' strategic development.



SKILLS & SELECTION CRITERIA

The **Director of Marketing** will be a digital native who understands the principles of marketing, advertising, PR, promotions and sales. You will be able to:

- **Brief:** confidently and maturely develop productive collaborative relationships with creatives to develop our visual language and web content;
- **Target:** understand the principles of customer segmentation and develop strategies to raise awareness and drive engagement in targeted segments;
- **Curate:** develop the Global Ideas website and curate content to drive traffic, awareness, sales and online community engagement;
- **Influence:** inspire others to join our community, create buy-in for impact-driven change, enhance the Global Ideas brand and key messages;
- **manage:** take initiative and work independently, manage small teams effectively;
- **Problem-solve:** effectively engage in iterative problem-solving, engage in constructive debate, developing novel insights and solutions,
- **Prioritise effectively:** carefully juggle multiple competing demands while faithfully executing on agreed responsibilities by deadline.

Relevant experience and demonstrable impact will be seen favourably. We understand there are many ways to have impact; our standard is high, but we will assess each individual application on its merits. Both demonstrable talent/potential and experience are welcome, there is no single formula!

To be considered for this role you must also be able to:

- have regular in-person contact in Melbourne,
- commit up to 10 hours per week,
- be available for monthly face-to-face meetings of the Board and short weekly teleconferences.

BENEFITS

- You will be immersed in a purpose-driven and supportive community of exceptional people from diverse industries leading change in global health,,
- You will develop strong relationships with next-generation global health leaders, industry partners, impact investors, philanthropists and governments,
- You will have the chance to shape the development of an unique organisation at the forefront of education for global health action in Australia,
- You will have the chance to extend your experience and capabilities in creating social impact.
- *This is a volunteer role. Incidentals expenses will be covered.*

APPOINTMENT AS A DIRECTOR

- Global Ideas Forum (trading as Global Ideas), is a not-for-profit Australian Public Company, limited by guarantee.
- Appointments to the Board are for an initial two year term, with the possibility of extension. We are a registered educational charity, and each Director will be registered with ASIC. Directors take on statutory responsibilities under the Trade Practices Act, it is your responsibility to be familiar with these and exercise your duties accordingly.

APPLICATION PROCESS

Applications will be considered on a rolling basis, please submit your application as soon as possible.

Send the following to lloyd.nash@globalideas.org.au:

1. **A cover letter** to address the selection criteria above
2. **A CV or resume** that includes the contact details of two professional referees (these will not be contacted unless shortlisted for interview)

Interviews will be held in Melbourne and the role will commence immediately following, subject to a probationary period. More information on interviews will be provided to short-listed applicants.

For any queries, please email the Chair, Lloyd Nash at lloyd.nash@globalideas.org.au. We look forward to your application.

