



POSITION DESCRIPTION

SENIOR CLIENT LEAD/MARKETING MANAGER

Position Title:	Senior Client Lead / Marketing Manager
Reports to:	Head of Marketing Department
Supervising:	No direct reports
Type of Work:	Full time, 76-hour fortnight
Salary Range:	\$70-90k (+Super)

Position Summary

Our Marketing Managers are responsible for strategic client management and delivery to ensure desired marketing outcomes are achieved. They have direct interaction with clients and require well-developed project and people management experience to ensure effective operational delivery of activities and projects. As you grow in the role there is opportunity to also assist with strategic business development for Threesides and work closely with company directors on product and service line development and innovation.

Responsibilities

- Managing key client projects including planning, resourcing, time management, project tracking, budgeting and reporting.
- Providing strategic advice relating to the planning and implementation of client projects including:
 - writing basic to high level, practical marketing plans based on information sourced through research, client consultations and workshops
 - presenting outcomes and plans confidently to clients at a range of levels of knowledge to be relevant to their business
 - monitoring and evaluating digital analytics to measure the success of marketing activities and programs
- Managing and quality control of external suppliers for the production of online and offline marketing assets, including photography, graphic design and video production
- Coordinating/producing content for client marketing collateral, newsletters, social media and websites.
- Working with the Directors to continue to improve processes to develop all aspects of the business, including product and service offerings, HR and recruitment, quality control, workflow and scheduling, budgeting and finance.
- Managing a small team that is implementing the day-to-day marketing for clients and pulling in the internal resources as required to deliver on the clients marketing plan.

Performance indicators

Performance indicator	Measurement of Performance
Execute marketing strategies to deliver client expectations and marketing plan/s	Marketing activities meet client's brief and the predetermined targets as set out in marketing plan/s.
End to end project management	Review, analyse, evaluate and execute projects, meet schedules, deadlines and budgets for the success of client marketing projects and internal business activities.
Monitor budgets and create accurate forecasts	Able to stay in clients budget while forecasting, within a strong percentage on a monthly basis.
Liaise with clients in a clear and concise way on the development and delivery of their project	Clients should have a clear understanding of where their project is at in regards to its development stage. Weekly meetings and reports to major projects are delivered on time and in full.
Able to contribute to continuous development	Research one new industry trend, topic, or learning (quarterly).
Effective consultation with clients on their broader digital strategy	Able to effectively consult with clients on other company products and services through up sell and cross selling.
Maintain high quality documentation processes, report writing ability, and financial tracking of projects	Document and other relevant information should be up-to-date and 100% accurate

Personal attributes and past experience

- **At least 5 years' marketing or communications management experience** and demonstrated ability to use technology, digital marketing channels and tools.
- **Experience managing a small team.**
- **Excellent and proven project management.** Our managers are great at planning ahead briefing our specialist staff/suppliers so they have enough information to deliver what they're best at.
- **Good communicator** and able to forge strong professional working relationships with staff and clients.
- **Accept that timekeeping is part of the job.** We bill in 15-minute increments and provide monthly reports to hourly billed clients.
- **Eager to continuously learn** and grow knowledge and skills.
- **Attention to detail** - as the client contact you will be making sure everything is perfect before it gets to them.
- **A good balance of humour and desire to contribute** - We have a culture where people respect each other, are open and honest and check their egos at the door. We're a small team so everyone does everything at some point and no one is precious about what they will and won't do.

Threesides brand values

We strive to live and work by our brand values every day.

WE LOVE WHAT WE DO

We bring lots of positive energy and passion to what we do.

We actively find ways to have fun, laugh and enjoy what we do as a team and with our clients.

Life's too short to hate what you do.



WE ARE DOWN TO EARTH

We are approachable, friendly and keep our egos in check with everyone we work with.

Whoever you are, the quality of service will always be the same and the focus will be on getting the best results.

We aren't afraid to roll up our sleeves to get the job done.



WE KNOW OUR STUFF

We are highly competent and confident in the ability of ourselves and our team.

We share our knowledge generously, are committed to keeping up with the latest developments, and we aren't afraid to try something new.

We don't make assumptions - our advice is based on research and experience.



WE'RE DREAMERS AND DO-ERS

We are innovators.

"That's the way we've always done it" isn't in our vocabulary.

We're always dreaming up new ideas to help our clients succeed and stand out from the crowd. Then we do the work that turns them from dreams into reality.



WE CARE A LOT

We genuinely care about our colleagues and clients, their lives, what they value and achieving their goals.

We believe in a shared success driven by understanding, quality and passion!

