

JOB PROFILE FORM



1. JOB DETAILS

WAP (Admin ONLY):

Position Title: Senior Marketing Specialist

Marketing / Strategy & Community

Current Incumbent/s: None

Reports to (Name / Title): Manager, Marketing Programs and Partnerships

Person Completing Form: Ryan Jamieson

Date of Completion: November 2024

2. WHAT DOES THIS JOB DO?

Job Purpose:

The Senior Marketing Specialist is responsible for designing and delivering marketing and behavior change campaigns across the full marketing mix, in support of Yarra Valley Water's brand. The role ultimately enhances Yarra Valley Water's relationships with its customers and drives positive social and environmental change in the community.

Responsibilities:

- Design targeted campaigns, drawing out key behavioural insights and identifying practical marketing solutions to address business needs, environmental issues and increase our social impact
- Translate strategic priorities to design marketing and public relations campaigns which support Yarra Valley Water's customer strategy, improving customer trust and brand
- Drive end-to-end email marketing initiatives with a focus on enhancing campaign performance and customer engagement.
- Craft clear, compelling copy tailored to the audience for ads, social media, email campaigns, websites, and direct mail.
- Direct advertising, design and public relations agencies to deliver campaign materials that meet project objectives
- Create promotional opportunities through earned media to augment advertising
- Develop and implement campaigns and project plans, weighing up competing priorities to deliver campaigns on time and within budget
- Monitor and report campaign progress and success
- Work with others in the group, water industry and/or external suppliers to create content across a range of channels from digital, media, events, customer communications, internal communications
- Build advocacy amongst staff and stakeholders to amplify the effectiveness of campaigns
- Comfort and experience in presenting to an executive audience
- Prepare board papers, strategies and submissions for an executive audience
- Use influencing skills to work effectively with key stakeholders across the water industry and government

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3. What attributes ARE required to Undertake this job?

Use this section to list the attributes required if hiring someone into this position.

In **Part A**, identify the **key capabilities** (from the Capability Framework) that are required to do this job.

In **Part B**, identify the **key skills and experience** which complement the capabilities you nominated in Part A that are required to do this job.

In **Part C**, identify the **key personal attributes** to do the job, NOT covered by the Capability Framework (optional).

3A. WHAT KEY SKILLS OR EXPERIENCES ARE REQUIRED TO COMPLETE THIS JOB?

Skill/ Experience	Level of Skill/ Experience i.e. Basic / intermediate/ Advanced	Years of Experience (optional)	ADMIN ONLY Attribute Type
Strong experience in a marketing, communications or campaigns role	Advanced	7+	
Demonstrated stakeholder and partnership management	Advanced	7+	
Demonstrated ability to influence at a senior level	Advanced	7+	
Exceptional written and verbal communication skills, with ability to convey complex information in plain English.	Advanced	7+	
Proven ability to deliver impactful 1:1 marketing campaigns that strengthen customer connections; familiarity with Salesforce Marketing Cloud is an asset.	Intermediate	3+	

3B. WHAT ARE THE CRITICAL PERSONAL ATTRIBUTES REQUIRED FOR THIS JOB?

Personal Attributes	<ul style="list-style-type: none"> • Strategic perspective • Results focused • Ability to build relationships, influence and advise at all levels • Innovative and creative thinker • Resilient and pragmatic • Strong leadership, collaborations and people skills • Drive to find solutions
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3C. WHAT ARE THE KEY PHYSICAL, OR ENVIRONMENTAL REQUIREMENTS OF THE ROLE?

Key requirements	Hybrid working - meeting stakeholders, leaders and impacted teams at the Mitcham office and at other sites as directed (e.g. treatment
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i.e. required to lift heavy boxes

plants) to build a strong understanding of the YVW “business” and to develop effective relationships.

Note: some field-based roles will need to complete additional requirements for the role (Complete this form here)

4. What development Builds the capability for this role?

PEEPS will capture training or certifications that a person requires to undertake their job activities. When completing this section, do not only consider performance effectiveness, but also consider auditing and safety compliance requirements. When a person is associated with a job, but does not have the required skills, the manager and person will be notified.

	Mandatory/ Highly Desirable/ Suggested?	Method of Training (eg. certificate, ticket, observation, on-the-job etc...)	Renewal Required (Y/N/Unsure)	Renewal Frequency (eg. Never, 1 year, 5 years etc...)
Qualifications / Certificates				
Tertiary qualifications in Marketing, Communications or Public Relations and/or related fields	Mandatory			
Licenses/Tickets				
Training				
Other (incl. on-the-job, secondments, etc.)				

5. WHAT CAREER PATH IS POSSIBLE IN THIS ROLE

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PEEPS will hold career path information for jobs within the organisation. This will feed into the PEEPS career and succession planning functionalities. For this job, consider what jobs within the organisation precede and proceed this from a career pathways perspective. Feel free to enter more than one job.

Role before (Name, Team, Division)	Marketing Coordinator
Role after (Name, Team, Division)	Manager - Marketing Programs and Partnerships