

Position Description

Position Title:	Schools Engagement Manager
Position Holder:	
Organisational Unit/Function:	Marketing & Communications
Immediate Supervisor:	Communications Strategy Manager
Term:	Permanent
Tenure:	0.8 +
Effective Date:	February 2020

Purpose of the Group

Build trust and support for dairy through the promotion of the dairy industry. Support, engage and communicate with key internal and external stakeholders to achieve this.

Job Purpose

To manage the development and implementation of Dairy Australia's school engagement strategy and lead delivery of school program, marketing and communication activity.

Responsibilities

The key responsibilities of the role include (but are not limited to):

Strategic Development & Implementation

- Lead the development and implementation of a marketing and engagement strategy across primary and secondary schools.
- Ensure alignment with consumer marketing and industry attraction objectives and focus areas.
- Monitor curriculum and education trends to identify and map opportunities for dairy to be integrated into the Australian curriculum across the school journey.
- Implement, review and optimise current school programs that meet objectives
- Identify opportunities to increase the reach and impact of current schools programs and resources.
- Identify and develop new curriculum-linked school programs that educate school children about dairy's health benefits, farming and manufacturing practices and potential careers in dairy.
- Develop linkages between existing programs to ensure learning continuity for teachers and students.
- Work with Marketing Engagement Manager to identify and delivery partnership opportunities for processors and retailers to extend the reach and impact of school programs.

- Develop and maintain strategic relationships/partnerships with key education bodies that will help reach our target audiences (teachers and students).

Marketing & Communications

- Manage development and implementation of a teacher acquisition and retention strategy, including integration with Dairy Australia's CRM.
- Manage campaigns to promote the Discover Dairy education platform and school programs to teachers.
- Identify opportunities to leverage broader consumer marketing campaigns in schools.
- Lead ongoing enhancement of the Discover Dairy website and integration of all Dairy Australia school programs onto the platform.

Stakeholder engagement

- Identify and manage opportunities for farmers to participate in or extend school programs.
- Collaborate with People and Capability team and RDPs to ensure alignment of career focused programs with broader industry 'attraction' strategies.
- Identify and manage opportunities to work collaboratively with industry stakeholders (e.g. retailers, manufacturers) to extend school programs and campaigns.
- Communicate about school programs and results to industry stakeholders including Dairy Australia staff, RDPs, boards and farmers.

Project Management

- Conduct all aspects of project management for the Schools Engagement project.
- Lead development and management of budget for assigned project.

Key relationships

Direct Report

- Schools Engagement Coordinators

External

- School Teachers
- Agency partners
- Levy paying farmers
- Key influencer stakeholders

Internal

- Group Manager, Marketing and Communications.
- Communications Strategy Manager

- Communications Strategy Advisor
- Campaign Manager
- Public Relations Manager
- Media Manager
- Digital Communications Manager
- Learning and Development Manager
- People & Capability lead
- RDPs
- Other marketing and communications team members
- Business Groups

Competencies

- Strategic thinking and analytical skills with the ability to translate analysis into actionable project and initiatives plans.
- Project management and organisational skills.
- High level communication skills - excellent verbal and written communications skills.
- High motivation and commitment to excellence.
- Ability to work within a team and help others in a team and be flexible to deal with organisational and broader industry activity.
- Excellent attention to detail.
- Competent in managing budgets, including monitoring and reporting.
- Strong evaluation and reporting skills.

Mandatory qualifications / experience / skills

- Experience in communications/marketing in a commercial organization of at least 7 years.
- Up to date knowledge of the Australian school curriculum, education principles and delivery structures
- Project management experience and knowledge of project management systems is essential
- Knowledge of, and experience in, the Australian dairy industry (preferred).