

POSITION DESCRIPTION

MARKETING AND ENGAGEMENT MANAGER

Position Title:	Marketing and Engagement Manager
Reports to:	Chief Executive Officer
Direct Reports:	X 3 (Coastal Planning Officer, Education & Volunteer Coordinator and Communications & Engagement Coordinator)
Location:	Barwon Heads VIC
Employment Type:	Full time or Part time (0.8 FTE)

BARWON COAST

Barwon Coast Committee of Management Inc (Barwon Coast) is delegated to manage 19km of the coast along Victoria's Bellarine Peninsula. This includes the beaches and foreshores of Ocean Grove, Barwon Heads, 13th Beach, and Breamlea. In partnership with Traditional Owners, Barwon Coast's charter is to protect and enhance the natural environment and provide opportunities for residents and visitors to enjoy these areas.

Management of the foreshore is done strategically through implementation of the Barwon Coast *Coastal and Marine Management Plan 2020-2025*. This includes developing master plans, developing coastal adaptation plans, managing infrastructure, caring for the coastal reserves, operations of caravan parks, education programs and supporting community volunteer groups linked to the coast.

OUR VALUES

At Barwon Coast, **WE CARE**. Our workplace values are **Commitment, Authenticity, Respect and Excellence**. At Barwon Coast we work towards shared goals, we act with integrity, we are knowledgeable, genuine and trustworthy. We are inclusive, we recognise everyone's contribution and we take pride in a job well done.

POSITION PURPOSE

The Marketing and Engagement Manager is responsible for leading and coordinating the marketing, communications, coastal planning, education, and volunteer engagement efforts at Barwon Coast. This role oversees the strategic delivery of public engagement initiatives that promote the protection, enhancement, and enjoyment of the 19km of coastline along Victoria's Bellarine Peninsula, including the beaches and foreshores of Ocean Grove, Barwon Heads, 13th Beach, and Breamlea.

With direct oversight of the Education & Volunteer Coordinator, Communications & Engagement Coordinator, and Coastal Planning Officer, the Marketing and Engagement Manager ensures cohesive and consistent messaging across all digital and public-facing platforms. This role also leads community outreach programs, volunteer involvement, and educational initiatives, aligning these efforts with Barwon Coast's environmental and recreational goals, as well as the Barwon Coast Coastal and Marine Management Plan 2020-2025.

Working in partnership with Traditional Owners and key stakeholders, the Marketing and Engagement Manager plays a critical role in enhancing community awareness and participation, developing targeted marketing campaigns, supporting growth in our caravan and camping facilities and fostering a positive public perception of Barwon Coast's work in coastal management and environmental conservation.

KEY RESPONSIBILITIES

The duties and responsibilities associated with this position, under general direction of the CEO, include (but are not necessarily limited to);

Leadership

- Exhibit visible and proactive leadership, fostering an engaging and collaborative environment throughout the organisation.
- Actively participate as a member of the Leadership Team, contributing to strategic discussions and decision-making.
- Prepare agendas and meeting materials for Committee and Subcommittee meetings and represent Barwon Coast at these meetings.
- Contribute to the development of key organisational processes, including the Corporate Plan and Annual Report.
- Commit to the Barwon Coast risk management framework by continuously reviewing and analysing business risks.

People and Culture

- Oversee the Education & Volunteer Coordinator, Communications & Engagement Coordinator and Coastal Planning Officer, ensuring all activities are aligned with Barwon Coast's strategic goals and messaging.
- Lead and develop the Marketing and Engagement Team, maintaining a team-oriented environment, managing, mentoring and developing staff, promoting a positive workplace culture that embodies Barwon Coast's values.
- Participate in employee processes such as recruitment, workplace inductions, performance reviews, authorisation of staff timesheets, team meetings, etc.
- Maintain a safe place of work by adhering to Barwon Coast Workplace Health and Safety standards and policies at all times.
- Ensure a safe and compliant workplace by implementing, promoting, and enforcing relevant legislation, policies, and procedures.

Marketing

- Lead the development and execution of marketing strategies that promote Barwon Coast's conservation efforts, community programs, caravan and camping facilities and recreational opportunities.
- Drive the creation and delivery of digital marketing campaigns, social media content, and communications materials that engage residents, visitors and key stakeholders.
- Support and enhance educational programs and volunteer initiatives that encourage community involvement and contribute to coastal conservation efforts.
- Collaborate with the Coastal Planning Officer to ensure that public communication around coastal planning aligns with broader marketing and engagement efforts.
- Build and strengthen partnerships with community groups, volunteers, and Traditional Owners to enhance public participation and support for Barwon Coast's work.

Partnership and Stakeholder Management

- Facilitate and nurture Barwon Coast's partnership with the Wadawurrung Traditional Owners Aboriginal Corporation.
- Cultivate and maintain relationships with key stakeholders, including DEECA, CCMA, Bellarine Bayside, GORCAPA, Barwon Water and COGG.
- Support representation of Barwon Coast in various community initiatives, such as G21, the Kitjarra-dja-bul Bullartor Langi-ut Master Plan Working Group, and Coastal Adaptation groups.

Business Development

- Leverage commercial acumen to identify and pursue revenue-generating opportunities with Accommodation Services Manager that align with Barwon Coast's mission and enhance financial sustainability.
- Collaborate with other Managers to develop and implement strategies to increase revenue from activities such as events, partnerships, and sponsorships, ensuring a balanced approach that benefits both the organisation and the community.
- Foster innovative thinking within the team to explore new avenues for generating income while maintaining a commitment to environmental stewardship.

Coastal Planning

- Support Barwon Coast through the Coastal Planning Officer in implementing the Marine and Coastal Act and Marine and Coastal Policy across the Barwon Coast reserves.
- Oversee strategic planning projects that support the implementation of the Barwon Coast, CMMP, including development of master plans, adaptation plans, etc.
- Oversee CMMP mid-term review and development of a revised CMMP.

Financial Management

- Lead the development and management of the departmental budget, ensuring activities are aligned with the annual budget while effectively managing expenses and resources.
- Manage grant applications as appropriate, providing updates to funders, completing project reports, and actively seeking new grant opportunities.

The above statements describe the general nature and level of work to be performed by the position. This is not intended to be an exhaustive list of all responsibilities and duties required of the position. The incumbent is expected to undertake additional tasks and responsibilities as reasonably directed by the CEO.

KEY SELECTION CRITERIA

- Demonstrated capability in fostering a positive workplace culture that aligns with organizational values.
- Experience in managing and developing staff, including mentoring, performance management, and team-building initiatives.
- Strong background in developing and executing marketing strategies, including digital marketing, social media, and community engagement initiatives.
- Excellent written and verbal communication skills, with the ability to create compelling content and engage diverse audiences.
- Experience in managing public relations and communications efforts to enhance organizational visibility and reputation.
- Demonstrated ability to identify and pursue revenue-generating opportunities aligned with organisational goals.
- Experience in developing innovative strategies for increasing income through marketing, digital platforms, events, partnerships, and sponsorships.
- Proven ability to build and maintain effective relationships with a wide range of stakeholders, including community groups, government agencies, and Traditional Owners.
- Experience in representing an organisation in community initiatives and collaborative projects.
- Ability to facilitate partnerships that enhance public participation and support for organisational goals.

Appointment to this position is subject to the following:

- Current National Police Check Certificate
- Current Working with Children Certificate specific to Barwon Coast
- Evidence of Australian Work Rights
- Hold a current Australian Driver's Licence

CONDITIONS OF APPOINTMENT

The terms and conditions of employment will be outlined in an individual employment contract and are governed by the Fair Work Act 2009.

The role is expected to be a full-time position which requires the incumbent to work 76 hours per fortnight, plus reasonable additional overtime. However, consideration will be given to a part time appointment of 0.8 FTE. Travel to local community events is required and some work will be performed outside normal business hours, including Barwon Coast Committee meetings and events.

VARIATIONS TO POSITION BY EMPLOYER

The position description is subject to change from time to time as required by Barwon Coast Management. Any such reorganisation of duties shall be the subject of discussions with the incumbent.

Approved By	
Date	

Employee Name

Employee Signature

Date
