



POSITION DESCRIPTION

MARKETING MANAGER

 ruok.org.au

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Position Description

Job Title	Marketing Manager
Reports to	Marketing and Communications Director
Relates to	- Internal: Marketing & Communications portfolio and broader R U OK? team. - External: agencies, partners, suppliers and sector stakeholders.
Type of position	Permanent - Full Time
Location	Barangaroo, Sydney (hybrid office 2 days / work from home 3 days)
Qualifications and Experience	- Relevant tertiary qualification in Marketing, Communications, Advertising, or a related discipline. - Minimum five years' experience developing and delivering integrated, multi-channel marketing campaigns. - Demonstrated experience developing marketing strategies informed by audience insights, research and data. - Experience managing complex campaigns and projects, including budgets, agencies, suppliers and multiple stakeholders. - Experience using marketing platforms, including email marketing, marketing automation, social media and CRM systems (Salesforce preferred). - Experience in health promotion, behaviour change, social marketing, or a purpose-driven or not-for-profit organisation (desirable).
Key Skills and Capabilities	- Strategic marketing planning, campaign delivery and performance optimisation. - Audience segmentation, targeting and customer journey development. - Campaign analytics, reporting and data-informed decision-making.

	• Creative briefing and production management. • Strong project, budget and stakeholder management skills. • Excellent written, verbal and presentation skills. • Ability to manage competing priorities, deadlines, risks and sensitive issues. • Understanding of accessibility, inclusion and culturally safe communication. • Ability to work collaboratively in a small, agile and supportive team environment. • Alignment with the mission, values and purpose of R U OK?
Other Requirements	• Flexibility to respond to changing priorities and peak campaign periods. • Employment subject to satisfactory National Police Check and Working with Children Check. • Genuine interest in public health promotion, suicide prevention and community wellbeing. • Commitment to contributing to a positive, inclusive and psychologically safe workplace culture.

Primary Purpose

The Marketing Manager is responsible for developing, implementing, and optimising integrated marketing strategies and activities across R U OK? priority campaign and program settings, including workplaces, education, and community audiences.

The role oversees the development, production and promotion of campaign resources and assets aligned with the organisation's strategic priorities and annual marketing plan. Working closely with internal stakeholders, agencies, partners and supporters, the Marketing Manager ensures all marketing activities support behaviour change, increase audience engagement, and contributes to R U OK? social impact objectives.

The role combines strategic planning, audience insight, creative development, and hands-on campaign delivery. Success requires creativity, resourcefulness, strong project management skills, and the ability to collaborate effectively across a small, high-performing team.

Responsibilities

Marketing Strategy & Campaign Delivery

- Develop, deliver and optimise integrated marketing campaigns across workplace, education and community audiences.
- Apply behaviour change, health promotion and social marketing principles to campaign development.
- Lead campaign planning across paid, earned and owned channels.
- Identify opportunities to strengthen audience reach, engagement and impact.

Audience Insights & Performance

- Use research, audience insights and analytics to inform strategy, creative and optimisation.
- Develop audience segmentation and user journeys to support participation and engagement.
- Monitor and report on campaign performance, evaluation and impact.

Creative & Brand Management

- Develop creative briefs and oversee the production and delivery of campaign assets.
- Ensure all marketing activity aligns with R U OK? brand, accessibility, cultural safety, diversity and inclusion standards.

Stakeholder, Agency & Supplier Management

- Manage relationships with creative, media, production, research, agency and supplier partners.
- Collaborate with subject matter experts and lived experience contributors to strengthen campaign relevance and impact.
- Build relationships across relevant mental health, suicide prevention, education and workplace sectors.

Digital & Cross-Functional Collaboration

- Collaborate with Digital Engagement and Communications to ensure consistent campaign messaging across digital and owned channels.
- Support R U OK? events, activations and community engagement activities.
- Contribute marketing expertise to broader organisational projects and initiatives.

Governance & Operations

- Manage campaign budgets, suppliers and deliverables within approved scope, timelines and budget.
- Identify, manage and escalate risks and sensitive stakeholder issues.
- Comply with organisational policies, including responsible use of emerging technologies and AI tools.
- Represent R U OK? at relevant industry meetings, events and forums.
- Undertake other duties as reasonably required.

Key Performance Indicators

	Key Performance Indicators	Measures
1.	Develop, execute, and optimise integrated campaign marketing plans	• Audience reach and engagement levels equal to or above set targets • Successful production and roll out of campaign resources • Efficient project management with on time and on budget delivery
2.	Support the implementation and optimisation of R U OK? Any Day and year-round campaign activity	• Delivery of agreed marketing initiatives supporting the R U OK? Any Day strategic direction. • Effective coordination of year-round campaign activity across identified audience settings • Continuous optimisation of audience engagement opportunities throughout the year • Timely implementation of campaign improvements informed by audience feedback and performance data
3.	Coordinate always-on paid, earned and owned activity across relevant channels	• Effective coordination of marketing activity across relevant channels throughout the year • Campaign performance data regularly monitored and reported • Opportunities identified and actioned to improve engagement, participation, and audience reach • Consistent and integrated audience experience across campaign touchpoints
4.	Evolve campaign settings to maximise audience engagement and social impact	• Dynamic and responsive management of campaign settings • Proactively assess and respond to feedback, data measurement, and impact evaluation • Recommend and implement improvements to maximise engagement and relevance
4.	Support activation of the overarching annual R U OK? Day campaign message through every identified campaign setting	• Identify and action appropriate campaign tactics aligned with the core theme • Ensure campaign setting activities align with annual campaign objectives and messaging
5.	Integrate social impact as a core consideration in campaign development	• Utilise the R U OK? Social Impact Measurement Framework to guide the development, implementation, and evaluation of marketing activities • Ensure campaign planning incorporates relevant behaviour change and social impact objectives

		• Use audience insights, evaluation findings, and impact data to inform continuous improvement of campaign activities • Contribute to the measurement, reporting and communication of campaign impact outcomes
6.	Contribute to broader organisation priorities and deliverables	• Positive audience feedback and reputation growth • Increased awareness and participation in R U OK? activities • Effective collaboration across organisational projects and priorities
7.	Contribute to a collaborative, high-performing team culture.	• Proactive collaboration and constructive contribution to team and stakeholder relationships.

Remuneration and Conditions

- Salary commensurate with the successful applicant's skills and experience
- Ability to Salary Package
- Extended leave provisions including loyalty leave, Summer Fridays and birthday leave
- Commencing as soon as practicable.