

Healthy Waterways and Catchments Ltd (HWC) Position Description

POSITION:	MARKETING AND SPONSORSHIP MANAGER
REPORTS TO:	Healthy Waterways and Catchments CEO
EFFECTIVE FULL TIME:	1 FTE - 12 Month Fixed Term Contract
LOCATION:	Brisbane CBD
COMMENCEMENT:	TBA

Organisational Environment

Healthy Waterways and Catchments (HWC) is a not-for-profit, independent organisation working to protect and improve waterways and natural asset health in Queensland. The waterways and natural assets of SEQ are an integral part of our lifestyle and economy. With a rapidly growing population and increasingly unpredictable climate, the challenge is to protect our precious natural assets for future generations to enjoy.

Healthy Waterways and Catchments facilitates careful planning and coordinated efforts at local and regional levels among member organisations from government, industry, landholders, research and the community to deliver the Healthy Waterways and Catchments Purpose:

"To provide the preeminent services in South East Queensland for understanding and communicating about waterways and the natural assets that support them, and for connecting science, community and management to influence and deliver on-ground outcomes that address risks and secure SEQ's waterways and natural assets."

Healthy Waterways and Catchments was created in 2016, through the unification of two existing organisations, Healthy Waterways Ltd (**HWL**), and South East Queensland Catchments Ltd (**SEQC**).

For more information, please visit www.healthywaterways.org and www.seqcatchments.com.au

Position Summary

The Marketing and Sponsorship Manager of **Healthy Waterways and Catchments (HWC)** will provide leadership and strategic direction for the communication and marketing of HWC's brand and service offerings, as well as driving the sponsorship and fundraising needs of the organisation with the aim of further developing a sustainable business enterprise based in South East Queensland, but capable of operating across Queensland, nationally and internationally.

Healthy Waterways and Catchments will focus on all the region's natural assets of land and waterways leveraging the combined resources and expertise of both organisations to better deliver and support community and government expectations while addressing current areas of duplication.

Healthy Waterways and Catchments will be the recognised Regional NRM body for South East Queensland and will be responsible for delivery of the Australian Governments National Landcare Program as well as the Queensland NRM program.

Healthy Waterways

Level 4, 200 Creek St, Spring Hill
PO Box 13086 George St
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SEQ Catchments

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HWC's purpose is to make a significant difference to South East Queensland's natural resources, economy and community. They aim to:

- Secure funding from government and business for projects to improve grazing, reduce erosion, repair waterways, manage pests and weeds, restore degraded habitats and look after our coastal areas.
- Protect and improve the waterways of South East Queensland. With a rapidly growing population and increasingly unpredictable climate, our waterways are under increasing pressure from threats such as soil erosion, stormwater run-off, litter and land clearing.
- Work with community, industry, government and research partnerships to achieve healthier waterways and natural resources that underpin a healthy community.
- Work to understand and communicate the condition of waterways and natural resources to drive and influence future targets, policy and actions. They also provide advice, training, support, services and workshops for the community.
- Monitor and report on waterway health, educate on the value of our waterways and support reforms to policy and planning where it will benefit our waterways and community. Work with governments at all levels to align policy and planning with objectives.

Reporting directly to the CEO, the Marketing and Sponsorship Manager is a key leadership role in the organisation. This role will be responsible for developing and implementing strategies to create and sustain a valued public profile and positively influence and build strong collaborative relationships across industry, government, researchers, community organisations and the broader community.

The Marketing and Sponsorship Manager will be responsible for developing a marketing plan to articulate the value proposition and benefits to members, both current and potential and to develop a fundraising strategy to build a sustainable funding base for the ongoing operations of HWC, recognising that traditional funding sources from government grants have been reducing.

The Marketing and Sponsorship Manager will be responsible for developing and implementing the stakeholder engagement strategy and a comprehensive communication strategy across a range of communication channels.

The Marketing and Sponsorship Manager will be responsible for seeking and attracting sponsorship for HWC events and will oversee event management, media engagement and communications.

The Marketing and Sponsorship Manager will have demonstrated experience and success in brand development, stakeholder engagement and sourcing of corporate and government sponsorship and fundraising.

Key Responsibilities

The key responsibilities of the Marketing and Sponsorship Manager role will be to:

1. Drive and deliver the new brand, website and collateral to further enhance the establishment of HWC
2. Develop and implement the stakeholder engagement strategy and plan in conjunction with the CEO and Board, to establish and maintain existing partnerships and ensure stakeholder relationships are maintained by delivering a high quality, responsive service and support
3. Further develop the new membership model and strategy for HWC, specifically developing new ways to engage with new members and retain current members
4. Define the Value Proposition and benefits for our members and then develop the marketing plan for HWC

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5. Develop and deliver the fundraising strategy for the organisation to provide a stable and growing base of funding, including identifying new funding opportunities and developing new market/operational strategies
6. Raise the profile of HWC and brand awareness to clients and the general community.
7. Facilitate the development and implementation of a Public Relations and Marketing Plan for the organisation, in consultation with the CEO and Executive Team.
8. Manage media relations, pursue positive publicity, and coordinate targeted advertising in appropriate media.
9. Seek and attract sponsorship for HWC events to enable events to be fully funded through sponsorship funds
10. Oversee the communications and event management functions, including:
 - Corporate communications
 - Program communications
 - Media engagement & response
 - Event management
 - Delivery of the digital media strategy
11. Provide marketing and communication support to the HWC Subsidiary companies as necessary.

Working Relationships

▪ **Internal**

Position reports to the HWC CEO.

Position manages and supervises a team of four staff, responsible for communications, event management and community education.

▪ **External**

will involve regular communication and contact with Member organisations, state and federal government agency staff and executive, Ministers, Mayors and Councillors, Board members and Executive Management of Industry, Management and researchers of State and National Research organisations, Traditional Owner and Indigenous groups, landowners, peak professional representative organisations, NRM organisations, Community groups, and electronic and print media.

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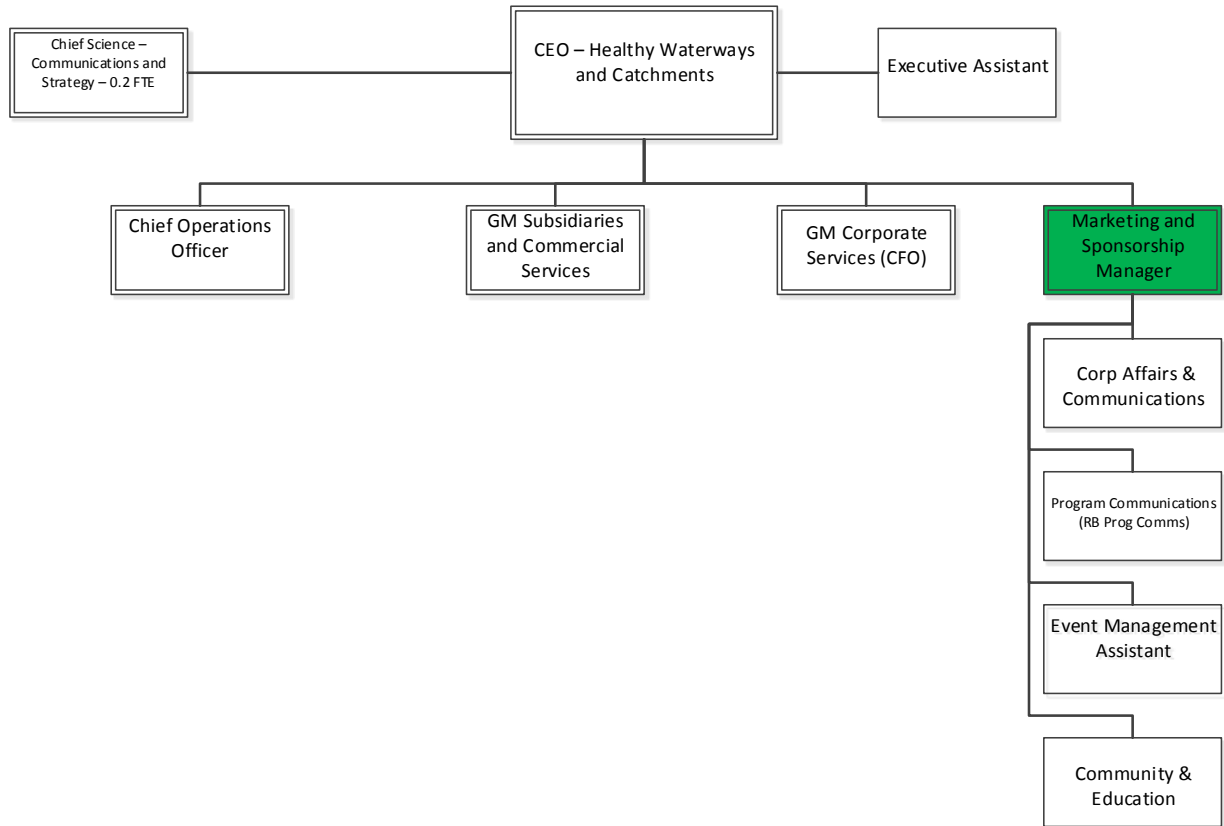
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A high level structure for HWC and the Marketing and Sponsorship team is illustrated below:



Selection Criteria

Essential

1. Proven record of securing sponsorship and attracting fundraising
2. Demonstrated ability to develop and communicate a new brand and associated strategies and communication tools.
3. Demonstrated ability to develop and implement a stakeholder engagement plan.
4. Ability to develop and communicate a value proposition and benefits statement to members and stakeholders.
5. High level oral and written communication skills with the ability to motivate and lead members, customers and stakeholders towards the delivery of strategic goals.
6. High level networking and stakeholder relationship management skills with the ability to gain access to decision makers at the highest level and connect with stakeholders at all levels.
7. Demonstrated commercial acumen, with an ability to identify business opportunities and successfully close the deal and deliver a commercially successful outcome.
8. Demonstrated understanding and experience with Not for Profit or social enterprises and proven ability to successfully attract funding from government and private sector sources.
9. High levels of personal integrity, ethics and interpersonal skills and demonstrated ability to manage staff and stakeholders equitably, with empathy and high emotional intelligence.

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Preferred

1. A demonstrated understanding of, and passion for, environmental and natural resources management encompassing all natural asset management activities.
2. Demonstrated leadership skills with the ability to lead and motivate staff and drive cultural change.
3. Relevant undergraduate and post graduate qualifications in communications, marketing, business, science or other relevant field.

Special Terms and Conditions of Appointment

A three-month probationary period applies to this position.

Some terms and conditions may be negotiated at the time of engagement and will be commensurate with the applicant's experience, knowledge, skills, abilities and personal qualities.

The employee should have a current Queensland driver's licence as the position may require travel throughout South-East Queensland. Access to a vehicle will be provided.

Organisational Expectations

- **Equal Employment Opportunity**
Employees must have knowledge and understanding of Equal Employment Opportunity legislation.
- **Occupational Safety and Health**
All employees must be familiar with Occupational Safety and Health policy and be committed to maintaining a healthy and safe work environment.

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