

Position Details			
Position Title:	Brand Manager	Team	Marketing
Reports to:	CEO	Direct Reports:	Graphic Designer

In preparation for its next phase of growth, AuctionsPlus is seeking to appoint a Brand Manager. Reporting to the CEO, this newly-created role provides the opportunity to join the leadership team at an exciting time in Australia's original Agtech success story. The Brand Manager will work closely with the CEO and Board to drive growth through brand.

Responsible for leveraging and renovating our existing brand and positioning it in both the Australian and international markets, the Brand Manager will be a strategic marketer, brand manager, and chief storyteller. AuctionsPlus takes a bottom up approach and relies heavily on the distribution mechanics within the product for user growth.

As a two-sided marketplace with a diverse range of users, it's important that the Brand Manager has a clear understanding of the different users we serve and how to position the brand to acquire them in tandem and at scale.

You will be data driven by nature and accountable for setting and managing the marketing budget. You treat marketing as an investment in our growth and can accurately and confidently forecast Customer Acquisition Costs and ROI.

From a blank canvas you will have full autonomy to design and build a high functioning and scalable marketing engine. You are motivated by the opportunity that a business in high growth phase presents, not afraid to roll your sleeves up, be scrappy, and able and willing to handle work yourself. You know how a world class scaled up marketing function needs to operate and you have a clear idea of how to get there.

You will have proven leadership skills with demonstrable experience of building and managing market leading consumer brands. You will also be skilled at utilising technology to automate marketing communications and workflows.

You have great pride and passion in both your written and verbal communication abilities accompanied with a strong design aesthetic. You will have relevant qualifications with a preference for a Masters in Marketing and/or MBA.

Responsibility	
1	<p>Strategy</p> <ul style="list-style-type: none"> Develop and implement comprehensive marketing, communications and business development strategies for AuctionsPlus programs and activities Responsible for development and execution of quarterly digital marketing plans for regional Go-To-Market strategies Develop and execute the overall nurture strategy across multiple products and audiences Manage content creation to maintain brand integrity in all company communications Create an omni-channel strategy that increases engagements, pipeline creation, and conversions throughout the Buyer and Renewal journey Assess, implement and optimize our digital marketing channels including PPC, SEO, programmatic web, paid social, email and a variety of media buys. Develop and execute a media relations strategy to garner message-rich feature coverage in target media outlets for both consumer and business audiences
2	<p>Brand Management</p> <ul style="list-style-type: none"> Own and evolve the AuctionsPlus brand in collaboration with the CEO, Sales and Operations teams Collaborate across AuctionsPlus to develop and deliver impactful and integrated connection plans that bring AuctionsPlus stories to life and drive brand portfolio thinking across the organisation. Develop and maintain a deep understanding of the AuctionsPlus brand strategy and brand identity design system Provide creative, accurate and brand-appropriate design to individuals and teams across the company and its national agency network Produce creative brand toolkits and style guides to be used across all online and offline activations Refresh key internal brand assets and bring to life our brand personality across channels

	<ul style="list-style-type: none"> Responsible for championing the brand voice and style across all acquisition channels, events, and localised launch activations Work alongside our product team and UI designers to ensure the continuity and tone of our brand within our app
3	<p>Campaigns and Sales Enablement</p> <ul style="list-style-type: none"> Create demand, engage prospects, and accelerate pipeline deals Empower the Sales team with leads and tools to close deals Collaborate with the Sales team to create campaigns that create brand awareness and net-new leads, and engage prospects Develop, project manage and execute integrated marketing campaigns from campaign conception through to creative development and fulfillment with designer, web developer and/or website agency Ensure strong value-based messaging, brand consistency and AuctionsPlus core values across all communications and channels Work with marketing automation, content, and social media tools to ensure flawless campaign execution Get directly involved to build an email, landing page or advertising offer when needed Work closely with the Sales and Product teams to create new pieces of content that accelerate deals Continuously improve go-to-market messaging Collaborate with the Product team to ensure that tips, tricks and scripts are in the hands of the Sales team needed to drive new leads or pipeline deal conversion Plan and execute company events such as executive meetings, trade show/conference participation, or industry mixers
4	<p>Operations</p> <ul style="list-style-type: none"> Lead, mentor and motivate the business through internal and external stakeholder communications and engagement Build a high-performing team to set us up for long term success Work with our CEO and executive team to roll out consistent internal communications that help build and empower our national network Manage budgets and ensure all activity is processed within budget. Prepare and deliver high quality marketing collateral and stakeholder communications including print, electronic and social media; including the creation and management of two company websites. Oversee AuctionsPlus brand management and guidelines, as well as proactive and reactive PR and media relations. Prepare key presentations and reports including Annual Reports, Monthly Board Papers and Industry White Papers Manage relationships with external agencies and suppliers in relation to marketing, communication and business development initiatives.
5	<p>Evaluation</p> <ul style="list-style-type: none"> Identify AP customers and understand their drivers and needs and share business intelligence internally to build customer and market awareness Market research, brand planning and sales forecasting to deliver actionable insights. Provide regular business performance updates and data led insights to keep the wider team informed of performance and strategic plans. Identify new marketing opportunities based on strategy changes, online and digital trends, customer expectations and behaviours. Play an active part in delivering accurate forecasting (sales & A&P), monitor consumption, track brand financial performance vs key metrics and identify plans to correct performance gaps. Analyse results and report on performance against goals (ROI and KPIs) to identify new opportunities, always looking for the story in the data. Identify trends and insights, optimising spend and performance accordingly. Develop metrics that measure communications and media success and processes to scale our e-commerce platform Analyse sales information and market data to identify opportunities for campaigns and services that will lead to increased sales

Critical Requirements	
1	Strategic. Identify the strategic priorities and effectively execute successful marketing campaigns including digital strategies.
2	Relationship Management. Excellent interpersonal skills with the ability & confidence to initiative new relationships.
3	Collaborative. Able to build strong collaborative relationships internally and externally.
4	Communication. Able to convey information with clarity and impact both verbally and in writing.
5	Deep understanding of a broad range of marketing activities and initiatives.
6	Industry expertise. Strong knowledge and understanding of the agriculture industry.
8	Understand others. Active listening and probing skills to understand the drivers and needs of customers
9	Influencing – the ability to influence key stakeholders to enjoy positive business outcomes.
10	Problem solving. Able to analyse information, think logically and solve problems.
11	Analytical capability. Able to gather diverse information and provide meaningful analysis.
12	Results orientated. Continually driving high levels of performance to try and meet and exceed goals.
13	Adaptable. Able to easily adapt to changing priorities to meet customer and business needs.
14	Business acumen. Use robust data and analysis to identify opportunities for business development.
15	Technical proficiency in data analysis