

POSITION DESCRIPTION



Position Title: PR & Promotion Manager (VIC)

Date: August 2022

Department: Marketing

Reports to: Marketing Manager

Position purpose: To build the public position and profile of ABSend's portfolio of brands through co-operative activities with media and community organisations.

Principal accountabilities:

If you believe that this is the position for you, and you are ready for the next step in your career please email your resume to **ABSend**

Direct reports: Marketing Manager

Key Results Area	Accountabilities	Key Performance Indicators
PR EXTERNAL: Increase brand exposure by enhancing media relationships with view to achieving regular editorial coverage for ABSend in line with marketing objectives.	<ul style="list-style-type: none"> Developing PR strategy to meet the needs of the marketing plans Develop ongoing relationships with key media contacts Manage PR suppliers Manage expenditure to budget Develop and manage publicity strategy for ABSend overall 	<ul style="list-style-type: none"> Achieve agreed \$\$ targets for publicity coverage per annum Editorial coverage achieved meets brand positioning and objectives Negotiate most competitive rates whilst ensuring superior levels of service are achieved Expense budget achieved Regular post analysis achieved
PR INTERNAL: Increase brand awareness to internal staff via printed communications	Develop strategy to meet the needs of internal comms	Co-ordinate projects whilst successfully working to deadlines and allocated budgets
PROMOTIONS: Develop consumer promotions that drive incremental sales and brand awareness in line with marketing plans and sales team requirements	<ul style="list-style-type: none"> Develop promotional concepts and establish clear objectives for each Co-ordinate media and promotional partners to implement 	<ul style="list-style-type: none"> Incremental sales and awareness targets, and other objectives established and measured for each program. Regular post analysis completed. Implementation timelines met

	<ul style="list-style-type: none"> • Ensure clear and detailed communication of plans within ABSend, establishing critical path of deadlines and co-ordinating support team • Conduct post analysis with key media sales and marketing personnel 	<ul style="list-style-type: none"> • Implementation plan into ABSend thorough and complete <p>Expense budget achieved</p>
<p>SPECIAL PROJECTS: Participate in cross functional teams and or/ special projects from time to time as required by the business strategy</p>	<ul style="list-style-type: none"> • Sense of teamwork • Consultative approach • Open & honest dealings 	<p>Qualitative review by Group Marketing Manager</p>
<p>TEAM MANAGEMENT: Manage and develop team members to ensure they are performing at full potential</p>	<ul style="list-style-type: none"> • Manage workplans and performance • Develop/coach to improve skills both for current positions and for future potential 	<p>Annual performance reviews and development plans conducted</p>

Main contacts:

Internal:

- All functional teams within ABSend
- Marketing

External:

- Media – editorial
- Media – sales and marketing
- Promotions partners
- Media and publicity partners
- SME / B2B
- Specialist suppliers

Education / Qualifications / Experience:

Tertiary Marketing or IT qualification preferred
 Previous marketing experience preferred
 Current driver's licence
 Police Check