

Position description

Communications Manager

Therapeutic Guidelines Limited

Therapeutic Guidelines Limited (TGL) is an independent not-for-profit organisation. Its aim is to promote the quality use of medicines, and it does this through the writing, publication and sale of Therapeutic Guidelines. The Therapeutic Guidelines are widely considered to be an unsurpassed source of best practice therapeutic information and are available in an integrated and searchable digital format, eTG complete, which includes the latest version of all Therapeutic Guidelines topics, designed for use on desktop and mobile devices. Further information on TGL is provided at www.tg.org.au.

Communications Manager

The Communications Manager will report directly to the Sales & Marketing Director and be responsible for:

- Developing & implementing all marketing & promotional strategies & activities as described in the annual marketing plan.
- Implementing the marketing & media communications activities.
- Managing the yearly schedule of promotional activities, conferences, events, sponsorships and awards for TGL.
- Assisting in preparing the annual marketing budgets & monitoring ongoing marketing expenditure.
- Assisting Therapeutic Guidelines Foundation (TGF) with its marketing activities, and aligning these where possible with TGL marketing initiatives.
- Assisting the Sales & Marketing Director where required.

Key Responsibilities

The principal responsibilities of this role include:

Marketing & Communication

- Assist the Sales and Marketing Director to prepare the annual marketing plan and budget.
- Monitor marketing plan & promotion expenditure.
- Develop marketing and communications recommendations to grow subscriptions to eTG complete and other digital products in collaboration with the sales and marketing team.
- Monitor competitor activity and review medical media for items of interest / relevance to TGL.
- Manage the TGL brand & maintain corporate image in communications.
- Assist & prepare internal marketing reports for the company, including quarterly reports to TGL and TG Foundation boards.
- Update and maintain news items on TGL and TG Foundation websites.
- Coordinate communications requirements.
- Prepare production timelines for scheduled communication activity.
- Manage production of communications materials from A-Z and liaise with suppliers to finalise creative.
- Liaise with media providers and ensure all deadlines are met.

- Maintain proofs and records of all final advertising initiatives and bookings.
- Be a brand champion for TGL products and build awareness for this trusted and independent resource in Australia.
- Fully understand the background and promote the value and heritage of TGL as a company and a brand, and be able to communicate the value of its digital products to end users (at conferences, customer meetings and other forums).

Promotion

- Implement promotional activities as detailed in the annual marketing plan.
- Manage the production of all marketing materials – design/content/printing/distribution and direct marketing campaigns, in consultation with the Sales and Marketing Director.
- Assist in coordinating content for new guideline releases and communications, including the company's six monthly newsletter to Members.
- Assist in writing and uploading content for website updates, including assistance with TG Foundation and Developing Countries programme focused news items.
- Assist in the development and implementation of media campaigns and communications plans.
- Maintain archival record of TGL and TG Foundation promotional materials.
- Work on promotion of bespoke promotional activities to enhance the brand.

Professional relations

- Maintain and build a contacts database for promotional activities.
- Develop a conference calendar for TGL target groups and provide staff communication of these plans.
- Represent Therapeutic Guidelines at selected conferences and events.
- Liaise with conference organisers to promote TGL in conference programs.
- Manage conference exhibit and sponsorship bookings and negotiate pricing and free sponsorship and advertising opportunities where possible.
- Manage the production, booking and delivery of relevant materials required for exhibits, satchel inserts and sponsorships in a timely manner.
- Identify, facilitate and organise PR and media activity, and speaking opportunities (eg: podcast interviews, conferences) for TGL.
- Liaise with universities and medical student organisations to promote TGL and the Foundation through conferences, activities and sponsorships.
- Maintain, manage and grow the TGL Academic Sponsorship prizes initiative.

Market monitoring and planning

- Use Twitter, LinkedIn, Google Analytics and other programs to monitor and post relevant media and social media activity.
- Work with market research reports, usability reports and customer data with the sales & marketing team to develop marketing and communications strategies.
- Play a key role in other major company market research programmes, with a view to extract key action points from the findings & implement/manage with our user base.

Core competencies

Proven experience	Demonstrated ability to develop and deliver effective marketing and communications strategies and grow business across multiple digital platforms. Demonstrated ability to efficiently plan and drive all production of communications across all channels, especially digital.
Priority setter	Strong organisational and time management skills. Spends time on what's important, can quickly sense what will help or hinder accomplishing a goal.
Effective communicator	Excellent communication skills. Relates well to all kinds of people, both inside and outside the organisation. Builds constructive and effective relationships.
Skilled writer	Excellent written skills. Proven ability to write a variety of documents including corporate and marketing publications, media releases, reports and presentations.
Team player	Enjoys working as part of a close knit team. Can quickly find common ground and solve problems for the good of all and encourages collaboration. Positive and can do attitude.
Process manager	Good at figuring out the processes necessary to get things done. Knows how to organise people and activities, can simplify complex processes and get more out of fewer resources.
Project manager	Have organisational & leadership skills to project manage marketing and communications activities within the business – being able to plan and execute projects to a high operational standard & engage key company stakeholders.
Financial	Demonstrate an ability to manage & report on the yearly marketing budget on an ongoing basis throughout the year – and make recommendations or give updates where applicable.
Innovator	Able to seek and create opportunities. Good at managing the creative process, can facilitate effective brainstorming and identify creative ideas that will work.
Technology	Able to adapt to new technologies and use software programs like InDesign and Photoshop; Social Media platforms; WordPress; and drive eDM to drive better marketing communications initiatives & outcomes.

Key Attributes

Qualifications

Qualifications in marketing, communications, business or commerce.

A background in health and knowledge of the medical industry will be highly regarded.

Experience

- A minimum of 3 years' experience in a marketing or advertising role.
- Experience in promotional campaigns directed to key customer segments & user groups.
- Professional relationship building experience, particularly with suppliers and stakeholder groups
- Other relevant experience that will be required:
 - e-Marketing
 - Digital Marketing
 - Print production
 - Video content production
 - Marketing of digital products
 - Analysis of marketing data and production of reports
 - Website/CMS and use of WordPress
 - Photoshop and InDesign experience & skills viewed favourably

Skills

- Ability to work to deadlines
- Excellent interpersonal and team-working skills
- Excellent verbal and written communication skills
- Good knowledge of Microsoft Office software, including Excel
- Commitment to provide an excellent quality of work, with a high level of attention to detail
- Highly organised. Ability to plan workflows and work on multiple projects
- Flexible work attitude and ability to adapt to new and changing work circumstances

Hours

Full-time: Monday to Friday: 38 hours per week

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