

## Position description

# Brand & 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 range of electronic and print products is widely considered to be an unsurpassed source of best practice therapeutic information. Further information on TGL is provided at [www.tg.org.au](http://www.tg.org.au).

### Brand & Communications Manager

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

- Developing & implementing the Therapeutic Guidelines Ltd marketing & promotional strategies & activities as described in the annual marketing plan.
- Implementing the marketing & media communication activities.
- Managing the yearly schedule of TGL promotional activities, conferences, events, sponsorships and awards.
- Managing the professional relations activities
- Assisting in preparing the annual marketing budgets & monitoring ongoing marketing expenditure
- Assist the TG Foundation with it's marketing activities, and align where possible with TGL initiatives

### Key Responsibilities

The principal responsibilities of this role include:

#### Marketing & Communication

- Prepare the annual marketing plan and budget in collaboration with the Sales & Marketing Director
- Monitor marketing plan & promotion expenditure
- Develop marketing and communications recommendations to enhance eTG usage in collaboration with the sales and marketing team
- Monitor competitor activity and review medical media for items of interest / relevance to TG
- Manage the TG brand & maintain corporate image in communications
- Assist & prepare internal marketing reports for the company

- 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 the products to end users (at conferences, customer meetings and other forums)

#### Promotion

- Implement promotional activities as detailed in the annual marketing plan
- Oversee production of all marketing materials – design/content/printing/distribution and direct marketing campaigns
- Assist in coordinating content for new release materials and communications, including the TGL six month newsletter
- Assist in coordinating content for website updates, including assistance with TG Foundation and Developing Countries programme focus.
- Assist in the development and implementation of media campaigns and communications plans
- Maintain archival record of TGL ( and the Foundation ) promotional materials
- Work on promotion of bespoke promotional activities to enhance the brand

#### Professional relations

- Assist in maintaining contacts database for promotional activities
- Liaise with conference organisers to promote TGL in conference programs, in satchel inserts, by sponsorship and through other opportunities
- Develop a conference calendar for TGL target groups.
- Liaise with universities and medical student organisations to promote TGL and the Foundation through conferences, activities and sponsorships

#### Market monitoring and planning

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

#### Core competencies

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|------------------------|---|
| Proven experience      | Demonstrated ability to develop and deliver effective marketing and communications strategies and grow business across multiple platforms.                          |
| 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. |

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|-----------------|---|
| 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.  |
| 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 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      | Being able to adapt to new technologies and use software programs like InDesign, Photoshop and Dreamweaver to drive better marketing communication initiatives & outcomes – use of photographic equipment where required. |

## Key Attributes

### Qualifications

Qualifications in marketing, business or commerce.

A background in health is preferred.

### Experience

- Five to ten (5-10) years' experience in marketing and working with health professionals
- Experience in promotional campaigns directed to key customer segments & user groups.
- Professional relationship building experience, particularly with various stakeholder groups.
- Other relevant experience that would be advantageous includes:
  - e-Marketing
  - Publishing sales and marketing
  - Analysis of marketing data and production of reports
  - Website/CMS
  - Photoshop, Dreamweaver and InDesign experience & skills are viewed favourably

### Skills

- Ability to work to deadlines
- Excellent interpersonal and team-working skills

- Excellent verbal and written communication skills
- Excellent knowledge of Microsoft Office software
- Commitment to provide an excellent quality of work, with a high level of attention to detail
- 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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### Document information

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