JOB DESCRIPTION

ROLE:	Business Development and Marketing Manager
MANAGER:	CEO
DIRECT REPORTS:	Account Manager
LOCATION:	Sydney
HOURS:	37.5 hours per week
DATE:	April 2013

SUBMITTING AN APPLICATION

To apply for this position **please address each of the essential criteria with examples** and return your application and CV to Rebecca Gilling at hr@planetark.org by Friday 26th April 2013. If you have any questions please call Rebecca on 02 8484 7200.

FUNCTION & PURPOSE:

The primary objectives of the Business Development and Marketing Manager role are:

- In conjunction with the CEO and Executive Team, to develop and execute the business development plan for Planet Ark to achieve significant income growth and long term sustainability in line with Planet Ark's environmental and organisational strategy
- To identify, develop and maintain mutually beneficial relationships with strategic business, government & foundation partners
- To develop and implement marketing strategies to support the business development plan

PRINCIPAL DUTIES & RESPONSIBILITIES

1. Develop and implement a strategic and operational business development plan that aligns with Planet Ark's fundraising and campaign objectives. This will be achieved via the acquisition of corporate, government and philanthropic partnerships and retaining and extending existing partnerships. This may also include the development of a web-based channel to the general public.
2. Identify potential corporate, government and philanthropic partners, carry out research and develop a clear and compelling value proposition for potential partners.
3. Take primary responsibility to ensure annual revenue targets are met.
4. Prepare new partnership contracts and conduct a handover to campaign teams.
5. Monitor delivery of agreed objectives with participating partners to ensure a high level of service delivery and satisfaction.
6. Identify mutually beneficial *ad hoc* promotional opportunities for partners via Planet Ark's campaign work.
7. Provide regular reports to Exec and Board on current activities and execution of strategy.
8. Develop and implement a marketing strategy that will increase Planet Ark brand visibility and understanding in the corporate market and among the general public.
9. Develop good relationships with and maintain excellent communication with internal teams and departments. Work with internal teams to identify their fundraising needs and potential fundraising sources.
10. Keep up to date with market trends, including sector benchmarking standards, and attend fundraising, marketing and sector training and development events on behalf of Planet Ark.
11. Understand and ensure adherence to all industry and regulatory standards and legislation.
12. Ensure personal adherence to Planet Ark's HR Manual and oversee adherence of Account Manager
13. Other duties as reasonably directed by the CEO.

WORKING RELATIONSHIPS:

INTERNAL	EXTERNAL
CEO	Sponsors, campaign partners and licensees
Executive Team	Government bodies and representatives
Finance & Administration Manager	Businesses
Head of Campaigns	Philanthropic agencies
Campaign Managers	Potential partners
IT	

ESSENTIAL CRITERIA

- Must be an energetic self-starter, with a strong goal-driven desire to achieve targets
- At least 3 years experience in fundraising and/or marketing in the NGO sector or similar with proven sales success
- Conscientious and reliable with a strong sense of accountability and excellent attention to detail
- Experience in partner/sponsor/stakeholder liaison with strong interpersonal skills and a demonstrated capacity for conflict resolution and relationship management to achieve mutually beneficial outcomes
- Ability to work well individually and in a team
- Quick thinking with the ability to work effectively under pressure and to manage several projects at once
- Excellent administrative, verbal and written communication skills
- Computer literate with demonstrated ability in generic computer packages such as Microsoft Office and familiarity with the internet, databases and social networking platforms
- A strong alignment with Planet Ark's mission and values