

# Marketing Production Lead

Oxfam is committed to preventing any type of unwanted behaviour at work including sexual harassment, exploitation and abuse, lack of integrity and financial misconduct; and committed to promoting the welfare of children, young people and adults. Oxfam expects all staff and volunteers to share this commitment through our code of conduct. We place a high priority on ensuring that only those who share and demonstrate our values are recruited to work for us.

<b>Position Number</b>	622
<b>Classification</b>	Category 3
<b>Section/Unit</b>	Fundraising and Resource Growth / Marketing Communications Unit
<b>Reports to</b>	Marketing Communications Manager and such other persons as directed
<b>Hours of Work</b>	17.5 hours per week
<b>Suitable for Job Share</b>	NO
<b>On Call Duties</b>	NO

### Scope of Position

Oxfam Australia (OAU) is one of the most influential international social justice organisations in Australia and part of one of the most effective international confederations of aid and humanitarian agencies.

In more than 75 countries, we are working towards a better, more equal world for all of us - where women and men can use their own ideas, voices and actions to build a future free from the injustice of poverty. Oxfam delivers long term development programming, humanitarian responses and practises high level advocacy and campaigning.

The Fundraising and Resource Growth Section (FRG) at Oxfam Australia exists to inspire and invite individuals, communities and institutions to contribute their financial support, ideas and resources to advance our shared purpose of achieving a just and sustainable world without poverty.

The Marketing Communications team sits within the Fundraising and Resource Growth section and is responsible for developing and delivering marketing and communications strategies to promote Oxfam's work through paid, owned and shared channels. By amplifying voices and sharing inspiring stories, we motivate people to tackle poverty together, and help them experience their impact.

This role leads the production process to deliver strategic organisation-wide marketing communications projects while encouraging effective briefing practices, solving complex production problems, championing brand guidelines and ensuring internal client deadlines and objectives are met. The Marketing Production Lead is responsible for the production

plan for a wide range of marketing communications products such as fundraising appeals, public campaigns and reports.

This role, together with the Editor, Content Producers, Graphic Designer and Publisher will take an integrated approach to delivering marketing communications across all channels, always ensuring, exceptional stakeholder engagement and liaising skills. The Marketing Production Lead will utilise agile project management methodology and is responsible for supporting the team to deliver work on time, within budget, on brief and on brand.

### **Key Responsibilities**

- Collaborate and support a team of content producers and publishers to flawlessly deliver on-brand, high quality, effective marketing communications and content.
- Lead on planning, prioritising and implementing work through regular team WIPs and stakeholder engagement.
- Foster and maintain strong working relationships with key internal stakeholders including digital, media, fundraising, programs and advocacy and campaigns - ensuring that all staff are aware of correct briefing and sign-off processes.
- Accountable for ensuring cost effective production management to maximise the benefits for Oxfam, including centralised print buying, whilst ensuring Oxfam Australia's ethical, purchasing and environmental policies and values are adhered to.
- Engage, brief and manage external writers, editors and proof-readers and designers.
- Project manage outsourced work, ensuring Terms of Reference documents are provided, agreed to and delivered upon; the correct sign off procedures are followed, and material has been checked to ensure compliance with Oxfam brand guidelines, Oxfam Australia's brand narrative and Editorial Style Guide.
- Make recommendations on the strategic mix of in-house and outsourced creative work, ensuring staff can effectively resource time and effort to meet business goals.
- Manage local, national and regional printing and distribution of all print materials, including fundraising appeals and corporate stationery and the management of storage and stock levels at head office.
- Liaise with agency's mail house, implementing data, copy, and quality assurance processes, in consultation with relevant stakeholders. Provide advice on print concepts including cost estimates.

## **Budget**

- Contribute, where appropriate, to the development of the Marketing Communication's budget including responsibility for the formulation of the production budget requirements.
- Account for project expenditure within areas of responsibility.

## **Policy**

- Ensure organisational compliance of internal and external policies, standards, tools and guidelines related to content and communications, including training of staff and volunteers as required.
- Responsible for organisational compliance with ACFID's Code of Conduct on all matters related to brand, content (copy, imagery, video etc) and communications.

## **Human Resources**

- Required to undertake job responsibilities in a manner consistent with equity, diversity, child safe policies and procedures.
- Monitor workload and work environment and take reasonable steps to minimise risks to self and others.
- All employees are responsible for complying with safe work practices, procedures and instructions in accordance with legislation and Oxfam Australia WHS policies and procedures.
- Role model behaviour which contributes to a high performing team; championing a solutions-focused, positive and collaborative culture across the organisation.

## **Living our Values**

- Accountability – You are able to set clear goals and monitor personal progress against them.
- Empowerment – You are capable of having open, honest and respectful dialogue with others, respecting and including partnerships and communities' perspectives into our working activities.
- Equality – You work to high ethical standards and treat all people with respect.
- Inclusiveness – You embrace diversity and able to enrich work activities with diverse perspectives.
- Sustainability – You are committed to achieving sustainable results in all aspects of their work.

## **Technical Knowledge & Experience**

- Demonstrated experience in scoping project deliverables, available workloads and realistic timelines while making effective commercial decisions and reporting on project performance to maximise efficiencies and optimise workflow.
- Experience collaborating with stakeholders to achieve shared outcomes with a successful track record in delivering high quality, print, digital and multimedia communications.

- Proven experience working within a fast-paced creative studio, with the ability to juggle a wide range of projects at the same time, react quickly, meet deadlines and prioritise tasks.
- Demonstrated working knowledge of leading the end-to-end production requirements of a creative studio/team with proven skills in estimate estimating production timelines for editors, writers, graphic designers, videographers, animators, photographers and production houses.
- Proven financial management skills including the ability to deliver objectives to budget.
- Experience in building and maintaining excellent relationships, including with staff, agencies, and freelancers
- Strong knowledge of, and experience managing, pre-press and print production, preferably in a direct marketing or fundraising environment.
- Knowledge of ethical production and supplier codes with the ability to demonstrate examples.
- Working knowledge of creative development software, production processes and digital production platforms with preference for experience in Trello and ClickUp.
- Experience in storytelling within iNGO space and/or fundraising space and working within strict ethical guidelines preferred

### **Personal Skills & Attributes**

- Very strong interpersonal skills.
- Ability to adapt positively to a changing environment.
- Well-developed influencing and negotiation skills.
- Excellent communication skills, both written and verbal.
- Strong planning, time management, organisational and project management skills.
- Excellent attention to detail.
- High level of computer literacy, including MS Office and Adobe InDesign.
- Understanding of and commitment to adhere to equity, diversity, child safe and staff health and wellbeing principles
- Ability to demonstrate sensitivity to cultural differences and gender issues, as well as the commitment to equal opportunities.
- Ability to demonstrate an openness and willingness to learn about the application of gender/gender mainstreaming, women's rights, and diversity for all aspects of development work.
- Commitment to Oxfam's safeguarding policies to ensure all people who come into contact with Oxfam are as safe as possible.

### **Travel**

- There is no requirement to travel for this position.

## **COVID-19 Vaccinations**

In order to protect the health, safety and wellbeing of our people, supporters, and the communities we work with, this role requires vaccination against COVID-19 as a condition of employment. Evidence should be sighted prior to commencing employment with OAU.

This role requires evidence of COVID-19 vaccination for the following reason/s as outlined in Oxfam Australia's COVID-19 Vaccination Policy:

- This role involves attendance at or management of large-scale events involving supporters or members of the public;
- This role involves contact with supporters and members of the public on a regular basis.

## **Child Safeguarding**

As an agency undertaking work both nationally and internationally and in humanitarian response, OAU takes its duty of care seriously to safeguard children and youth and recognises that it must meet community expectations and the trust placed in its staff and associated personnel to maintain the highest standards of conduct with children and youth. Therefore, all positions within OAU are required to understand and comply with the Child Safeguarding Policy, Code of Conduct, toolkit and Social Media User Policy.

- This role requires access to information relating to children.
- This role involves making decisions which may affect children, including volunteers and other supporters under the age of 18.