



Role Description

Position Specification

Position Title:	Marketing Manager – Fleet & Retail
Function:	Marketing and Corporate Affairs
Reports to:	Senior Manager – Marketing
Effective Date:	28-Aug-24

Position Purpose

The Marketing Manager – Fleet & Retail reports to the Senior Manager – Marketing. This role is responsible for the planning, development, implementation and measurement of entire marketing communication campaigns and activity for all business fleet and retail advertising. Working closely with key internal and external stakeholders, this role will identify and plan a communication and advertising strategy across their portfolio. This includes, but is not limited to, crafting thorough briefs to create engaging and eye-catching TTL campaigns, content creation, production management, ambassador identification and management, partnership realisation and management.

This role also manages the Marketing Advertising Co-op (MAC), including, but not limited to, income / budget management/reconciliation, Dealer Marketing Guidelines, National Dealer Council (NDC) updates, and regional activation program support.

Key Stakeholder Relationships

Internal

Marketing Communications function, Senior Management, General Managers, Regional Sales Managers (RSM's) and their teams, Product Strategy, Customer Experience, Sales Planning, Corporate Communications, Fleet, Aftersales, Finance, and Training

External

Creative and Media Agencies, Dealer Network, Media Networks/Partners/Publishers, Ambassador and/or Talent Management, Production Suppliers, Digital Agencies, Event Companies

Professional Behaviours

KEY RESPONSIBILITIES	KEY BEHAVIOURS
Be committed to ensuring a safe workplace for yourself, your colleagues and our customers	<ul style="list-style-type: none"> Comply with all MMAL safety policies and procedures Diligently report all hazards and incidents Continuous improvement to work towards a zero-harm workplace
Support the health and wellbeing of all workers	<ul style="list-style-type: none"> Ensure the health of workers is valued Provide opportunities and encourage workers to participate in wellness programs and activities
Demonstrate professional workplace behaviours in accordance with legislation and policies, including demonstrating	<ul style="list-style-type: none"> Comply with all legislation, company policies, procedures and reasonable direction

MMAL – P&C – RD	File Name: MMAL - PC - RD - Marketing Manager - Fleet and Retail_FINAL_240828.docx	Issued: 28-Aug-24	Issue: NEW	Review Due: TBA	Page 1 of 7
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<p>MMC Way and MMAL's values of Innovation, Collaboration, Accountability, Respect and Engagement to enable great experiences</p>	<ul style="list-style-type: none"> ▪ Set an example for all other workers to follow in relation to appropriate behaviour in the workplace in accordance with our Codes of Conduct
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<p>Position Responsibilities</p>
<p>Refer to the MMAL Strategic Pillars to identify the impact of responsibilities</p>
<p>RELIABLE – You can always depend on us. Whether it's our vehicles, 10/10 Diamond Advantage, employees or dealers we can be relied upon.</p>
<p>KNOWLEDGABLE – Find the solutions you need. Knowledge of our vehicles is in our DNA, but understanding our customers drives us.</p>
<p>CAPABLE – No challenge is too big. Underpinned by our skilled people and quality service, our vehicles are capable of tackling and adventure.</p>
<p>SUSTAINABLE – We're in it for the long-term. Adventurers are connected to the environment. We are navigating towards a more sustainable future for us all.</p>

<p>What are the key responsibilities of the role and how will they be achieved?</p>	<p>Which Strategic Pillar(s) do these actions support and how is this measured?</p>
<p>Functional Plan</p> <ul style="list-style-type: none"> ▪ Actively participate in all key Functional Plan activities as required to ensure the achievement of MMAL's Business & Strategic Plans 	<p>Strategic Pillar(s)</p> <ul style="list-style-type: none"> ▪ Capable <p>Measurement</p> <ul style="list-style-type: none"> ▪ On time delivery/completion of Functional Plan activities
<p>Living Our Values</p> <ul style="list-style-type: none"> ▪ Actively embody and act in a way that demonstrates the MMAL Corporate Values of: Embrace Innovation, Invite Collaboration, Be Accountable, Respect Always, Grow Resilience, and Be Engaged 	<p>Strategic Pillar(s)</p> <ul style="list-style-type: none"> ▪ Reliable, Capable <p>Measurement</p> <ul style="list-style-type: none"> ▪ Ongoing demonstration of behaviour that support or demonstrate the best of our values.
<p>Strategic Development</p> <ul style="list-style-type: none"> ▪ Develop annual marketing strategic plans for product portfolio in collaboration with Senior Manager - Marketing and Marketing Insights Manager and other key stakeholders (where required) ▪ Lead and influence the portfolio's position, imagery and agreed USPs ▪ Create clear and concise product launch communication plans that have been developed cross-functionally ▪ Work closely with the Marketing Insights Manager on any research projects relevant to your portfolio 	<p>Strategic Pillar(s)</p> <ul style="list-style-type: none"> ▪ Capable, Knowledgeable, Reliable <p>Measurement</p> <ul style="list-style-type: none"> ▪ On time delivery ▪ Business Plan (BP) requirements delivered to professional standard KPI delivery ▪ Presentations to key stakeholders are professional and achieve desired outcomes

What are the key responsibilities of the role and how will they be achieved?	Which Strategic Pillar(s) do these actions support and how is this measured?
<p>Fleet Management</p> <ul style="list-style-type: none"> ▪ Direct responsibility for the fleet portfolio by managing the planning, implementation and review of all fleet marketing and advertising to support the Fleet team for all campaigns ▪ Consult with Fleet team on annual strategic plans and key program initiatives with agreed timelines ▪ Manage campaign deliverables ensuring at a minimum, agreed commitment is delivered, internally and externally ▪ Total through the line responsibility in terms of message development (all channels) and communication materials for both Corporate and Regional Fleet Manager requirements ▪ In conjunction with the Senior Manager - Marketing and Marketing Insights Manager, develop sound / robust briefs that include objectives, key insights, learnings, positioning, competitive set, product information and any identified USPs or key statements ▪ Consult with MMAL Corporate and / or legal representative to ensure all collateral (assets/website etc) produced are legally compliant and have relevant T&Cs/disclaimers etc ▪ Manage Corporate Fleet Partnerships (eg Total Tools) including (but not limited to) contract negotiations, investment, deliverables, asset production, Dealer/Regional activations, track results/effectiveness etc ▪ Work with the Social Media Specialist on identifying new opportunities to increase social engagement and awareness 	<p>Strategic Pillar(s)</p> <ul style="list-style-type: none"> ▪ Capable, Knowledgeable, Reliable <p>Measurement</p> <ul style="list-style-type: none"> ▪ Briefs delivered with adequate timeline ▪ On time campaign delivery ▪ Business Plan (BP) requirements delivered to professional standard ▪ KPI delivery ▪ Budget management ▪ Quality and professionalism of presentation to key stakeholders ▪ Effective cross-functional collaboration/outcome
<p>Retail Management</p> <ul style="list-style-type: none"> ▪ Direct responsibility for the retail portfolio by managing the planning, implementation and review of retail advertising to support national sales initiatives for all campaigns ▪ Manage campaign deliverables ensuring at a minimum, agreed commitment is delivered, internally and externally ▪ Total through the line responsibility in terms of message development (all channels) and communication materials ▪ Consult with Sales Planning for key program initiatives and agreed timelines ▪ In conjunction with the Senior Manager - Marketing and Marketing Insights Manager, develop sound / robust briefs that include objectives, key learnings, positioning, competitive set, product information and pricing etc ▪ Consult with MMAL Sales Planning and Corporate to ensure all collateral (assets/website etc) produced are legally compliant and have relevant T&Cs/disclaimers etc 	<p>Strategic Pillar(s)</p> <ul style="list-style-type: none"> ▪ Capable, Knowledgeable, Reliable <p>Measurement</p> <ul style="list-style-type: none"> ▪ Briefs delivered with adequate timeline ▪ On time campaign delivery ▪ Business Plan (BP) requirements delivered to professional standard ▪ KPI delivery ▪ Budget management ▪ Quality and professionalism of presentation to key stakeholders ▪ Effective cross-functional collaboration/outcome

What are the key responsibilities of the role and how will they be achieved?	Which Strategic Pillar(s) do these actions support and how is this measured?
<p>Asset Development</p> <ul style="list-style-type: none"> ▪ Develop and create all required assets either directly, via agency partners or sourced from other markets to fulfil communication requirements in a financially efficient manner ▪ Ensure all production and shoot requirements are managed effectively ▪ Work with Product Strategy and/or Marketing Managers to ensure all imagery and assets are correct to Australian specification ▪ Keep up to date and utilise global asset database (Magnet) ▪ Share any new assets cross functionally with Training and Development 	<p>Strategic Pillar(s)</p> <ul style="list-style-type: none"> ▪ Capable, Knowledgeable, Reliable <p>Measurement</p> <ul style="list-style-type: none"> ▪ Budget management ▪ On time delivery ▪ Relationship management/feedback from external partners ▪ Effective and outcome driven collaboration with other key functions/markets (MMC, Product Strategy etc)
<p>Process Management</p> <ul style="list-style-type: none"> ▪ Manage processes including project plans, reporting requests and activities across brand portfolio ▪ Manage external agency meeting process for regular updates to ensure shared expectation ▪ Communicate closely with all agencies (creative and media) and manage workflow for your portfolio ▪ Provide agency with regular updates / reporting when required 	<p>Strategic Pillar(s)</p> <ul style="list-style-type: none"> ▪ Capable, Knowledgeable, Reliable <p>Measurement</p> <ul style="list-style-type: none"> ▪ On time delivery ▪ Efficient process demonstrated ▪ Delivered requirements achieved and at professional standard ▪ Agency 360 feedback
<p>Budgets</p> <ul style="list-style-type: none"> ▪ Work with Senior Manager - Marketing to develop annual budget requirements per portfolio ▪ Reconcile monthly and year to date spend to budget ▪ Complete all approval paperwork (over \$10k) and supporting documentation. Provide to Senior Manager, Marketing for approval/submission ▪ Reconcile all major campaigns and report to Senior Manager - Marketing ▪ Update monthly Finance brand sheets ▪ Process estimates and track invoices ▪ Follow up with suppliers with any finance issues/concerns 	<p>Strategic Pillar(s)</p> <ul style="list-style-type: none"> ▪ Reliable, Capable, Knowledgeable <p>Measurement</p> <ul style="list-style-type: none"> ▪ On time delivery ▪ Expenses are managed within budget ▪ Estimates/Invoices are processed according to Finance requirements in a timely manner
<p>Marketing Advertising Cooperative (MAC) Management</p> <ul style="list-style-type: none"> ▪ Develop co-operative marketing strategy for the Mitsubishi Advertising Co-operative (MAC) that largely supports Head Office advertising initiatives as well as any ad-hoc requests for specialised regional programs ▪ Work closely with regional offices to develop quarterly plans and initiatives ▪ Develop robust briefs that include objectives, key learnings, positioning, product information and pricing etc 	<p>Strategic Pillar(s)</p> <ul style="list-style-type: none"> ▪ Reliable, Capable, Knowledgeable <p>Measurement</p> <ul style="list-style-type: none"> ▪ Briefs delivered with adequate timeline ▪ On time campaign delivery ▪ Budget management ▪ Quality and professionalism of presentation to key stakeholders

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<ul style="list-style-type: none"> Work closely with Finance to ensure income/budget is up to date based on ongoing proposed vehicle pipeline Provide ongoing reporting summaries to NDC for auditing requirements 	<ul style="list-style-type: none"> Effective cross-functional collaboration/outcome
<p>Compliance</p> <ul style="list-style-type: none"> Understand and champion compliance management across entire marketing communications function Update key compliance requirements across all necessary platforms (including notifying relevant functions and/or 3rd party partners) Ensure action is taken where necessary for updated compliance (e.g. privacy statements, disclaimers etc) 	<p>Strategic Pillar(s)</p> <ul style="list-style-type: none"> Reliable, Capable, Knowledgeable <p>Measurement</p> <ul style="list-style-type: none"> Sources required information from internal stakeholders Manages all compliance changes / issues / requests in a timely manner Exposure and risk are minimised
<p>KPI Setting and Reporting</p> <ul style="list-style-type: none"> Set campaign KPIs that are clear and concise before deployment Ensure Senior Manager - Marketing and General Manager are across set KPIs for all major campaigns and/or bespoke activities Prepare post campaign reports in conjunction with media agency reporting on KPI target achievement 	<p>Strategic Pillar(s)</p> <ul style="list-style-type: none"> Reliable, Capable, Sustainable <p>Measurement</p> <ul style="list-style-type: none"> KPIs developed with sound reasoning and rationale agreed to prior to deployment Reporting completed on time
<p>Relationship/Personnel Engagement</p> <ul style="list-style-type: none"> Develop strong working relationships with all members of the marketing communications team, product strategy, sales planning, fleet, regional offices, corporate communications, training and any other key functions for the portfolio Ensure regular communication with key external partners Participate in regular WIP meetings or other relevant meetings Build repertoire with key MMAL stakeholders/management committee Develop relevant information/content (when required) to be included within Monthly Dealer Program Guide and/or MMAL Staff communication notification for distribution (eg, new campaign reveals to MMAL staff before it goes live etc) 	<p>Strategic Pillar(s)</p> <ul style="list-style-type: none"> Reliable, Capable, Sustainable <p>Measurement</p> <ul style="list-style-type: none"> Optimum service / relationship outcome is achieved Adopts a personalised approach across different personalities Communication is timely and responsive Distribution is applied to relevant audiences in an appropriate timely manner

Person Specification

Core Technical Knowledge and Experience

- 3+ years marketing experience
- Sound written and oral communication skills
- Previous experience in project management, with high level attention to detail and problem-solving ability

MMAL - P&C - RD	File Name: MMAL - PC - RD - Marketing Manager - Fleet and Retail_FINAL_240828.docx	Issued: 28-Aug-24	Issue: NEW	Review Due: TBA	Page 5 of 7
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- Ability to build strong relationships with key stakeholders, with sound negotiation and influencing ability
- Results-oriented with demonstrated ability to think innovatively and strategically
- Solid team orientation and ability to cooperate and collaborate with colleagues
- Automotive industry knowledge preferred

Formal Qualifications

- Tertiary qualification (degree level or higher) in marketing or a similar, relevant discipline, or equivalent business experience.

Core Skills

SKILL	SKILL LEVEL REQUIRED			
	BASIC	SKILLED	ADVANCED	EXPERT
LEADERSHIP & INNOVATION				
Leadership	1	2	3	4
Strategic Thinking	1	2	3	4
Innovation	1	2	3	4
Drive Change	1	2	3	4
Manage Performance	1	2	3	4
MANAGING & ORGANISING				
Problem Solving	1	2	3	4
Developing Others	1	2	3	4
Results Focussed	1	2	3	4
Time Management	1	2	3	4
Business Writing Skills	1	2	3	4
Project Management	1	2	3	4
Presentation Skills	1	2	3	4
Negotiation Skills	1	2	3	4
Conducting Meetings	1	2	3	4
Initiating Action	1	2	3	4
Planning - Operational	1	2	3	4
Planning - Strategic	1	2	3	4
INTERPERSONAL EFFECTIVENESS				
Flexibility	1	2	3	4
Interpersonal Understanding	1	2	3	4
Teamwork/Co-operation	1	2	3	4
Influencing	1	2	3	4
Communication	1	2	3	4
Self-Awareness	1	2	3	4

Employee name:	
Employee signature:	
Date:	