

board member (strategic marketing specialist)

POSITION DESCRIPTION

NATIONAL | REPORT TO CHAIRPERSON | CO-CEOS REPORT TO BOARD
2HRS / MONTH + 2HR BOARD MEETING 2MONTHLY | 3YR VOLUNTARY

about the National Nutrition Foundation

National Nutrition Foundation (NNF) is an independent, national not-for-profit organisation that enables Australians to enjoy nutritious foods and drinks through collaborations, programs and services, and advocacy initiatives.

VISION: Healthy eating for people and planet.

MISSION: To enable, empower and influence Australia's food systems and the people who depend on them.

organisational context

NNF operates nationally and is governed by a National Board. The National Board is responsible for the organisations legal and financial accountability and maintaining its strategic vision and objectives.

key purpose

The primary purpose of this position is to provide organisational governance on all strategic marketing activities of NNF.

The Strategic Marketing Specialist board member supports the Co-Chief Executive Officers who are responsible for the day-to-day operations of Marketing and Communications at NNF.

key marketing responsibilities

The Strategic Marketing Specialist board member is responsible for advising and supporting the Co-Chief Executive Officers in all or part of these areas:

- Strategic Marketing guidance to the board and executive team
- Brand management and positioning strategies
- Development of marketing and communication plans
- Evaluating marketing effectiveness and ROI
- Supporting funding initiatives through marketing expertise

general board of management responsibilities

- Attendance at bi-monthly Board meetings
- Attendance at annual general meeting
- Appropriate awareness and review of all relevant operational and financial matters
- Query and understand strategic, operational and financial decision making, as appropriate
- Ensure the compilation, review and approval of a strategic plan and annual budget
- Review the performance of the Co-Chief Executive Officers from time to time
- Endorse and approve strategic submissions to various industry bodies and funding sources
- Introduce, as required, the organisation to other potential partners which may provide collaborative benefits
- Assess and make comment as required on organizational risks and mitigation strategies
- Assist the Co-Chief Executive Officers, where required, to promote the organisation in a proactive manner

competencies required

- Marketing strategy and management skills
- Strategic planning
- Commercial and risk management skills
- Relationship building and communicational skills
- Stakeholder awareness skills
- Operational management skills

qualifications and experience

- Extensive experience in senior marketing roles, preferably in the not-for-profit sector
- Strong understanding of digital marketing, social media, and traditional marketing channels
- Demonstrated strategic thinking and creative problem-solving skills
- Commitment to the organization's mission and values
- Prior board experience (desirable)

APPLICATIONS CLOSE 30 SEPTEMBER 2024

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REQUIREMENT: Please email your CV and cover letter outlining why you are suitable for this board position.