Marketing & Communications Manager

To build The Resilience Project's reach and impact, we're seeking a highly organised, creative and insight-driven marketer to support the delivery of our B2B marketing campaigns.

- **Full-time**
- **12 month contract (with opportunity for extension)**
- **Working from Collingwood, VIC**

About TRP

The Resilience Project (TRP) exists to inspire happiness and change lives. We're on a mission to make wellbeing accessible to everyone, everywhere, guided by a simple but powerful vision: *Wellbeing. Every home. Everyday.*

Through evidence-based education programs, workplace initiatives, podcasts, events and resources, we teach practical strategies that help people build resilience and wellbeing.

We've delivered programs to 3,500 schools and early years services, 850 workplaces, and elite sport teams, including Australian cricket, netball, soccer, NRL and AFL.

Our team is driven by the opportunity to make a meaningful difference every day.

Life at TRP

At TRP, we're driven to have an impact through everything we do. We're guided by our values - **humble, inclusive, passionate, professional and curious** - and experience care, trust and challenge every day.

We **care**. We genuinely enjoy working together, like to have a laugh and value connecting with each other.

We're **trusted**. We're outcomes driven, believe in our abilities and are trusted to deliver, which is why we have autonomy and flexibility to lead our own work.

We're **challenged**. We grow by stretching ourselves to constantly improve, learn new things and give each other honest feedback.

About the role

Join TRP's Marketing & Communications team as we continue to grow our reach and impact. We're seeking a highly organised, creative and insight-driven marketer to help bring our vision to life.

As a TRP Marketing and Communications Manager, you'll own B2B campaigns from inception through to delivery. This is a genuinely hands-on role. In addition to setting the strategy for your campaigns, you'll be writing the eDMs, building the ad creative and setting up the campaigns.

Reporting to the Marketing & Communications Team Lead, you'll join a tight-knit team who love to collaborate, innovate, bringing TRP campaigns to life consistently across paid and organic channels.

Through this role, you will have a unique opportunity to positively impact the mental health and wellbeing of thousands of Australians.

What will you be doing?

- **Strategic campaign planning:** Develop and deliver insight-led campaign strategies, including timelines, budget and media planning to align with KPIs.
- **Campaign content:** Ideate and deliver campaign creative in line with the strategy, creative best practice and TRP Brand Guidelines.
- **Copywriting:** Write compelling communications aligned with TRP's tone of voice across channels, such as webpages, social media, collateral and community management.
- **Paid media implementation**: Implement paid ads across platforms including Meta, Google Ads and LinkedIn.
- **Lead nurture and eDMs:** Map the customer journey and build nurture streams, including eDM campaigns, that turn leads into sales-ready prospects. Use CRM data to segment audiences and tailor messaging so leads receive the right message, at the right time.
- **Optimisations & reporting:** Regularly monitor and optimise campaign performance aligned with customer insight and campaign trends. Report consistently on campaign performance to stakeholders.

About You

We are looking for someone who shares the TRP values and is passionate about our purpose to "inspire happiness and change lives".

You'll need to thrive in a fast-paced, dynamic environment, be driven to achieve outcomes, proactively lend a helping hand, embrace challenges and bring a positive, can-do attitude to your work.

Our ideal candidate will also have:

- 5+ years working in a B2B marketing role
- Highly competent in digital marketing including eDMs, Meta and Google Ads.
- Strong attention to detail and quality standards, combined with the ability to take a step back and plan strategically.
- Strong analytical skills, with experience segmenting marketing lists in a CRM and translating data into insights to optimise campaigns.

- An ability to write clear, compelling customer-facing copy and bring creative ideas to life.
- Excellent organisational skills and an ability to juggle multiple priorities.
- Experience with Zoho and Canva preferred but not required.

Interested?

If this opportunity sounds like the right fit, we'd love to hear from you. Please click on the following link to submit your application **before 9am AEDT, Monday 12th October:**

Click here to apply

If you have other specific questions about this opportunity, please contact Emma at emma@simplyhr.net.au.