



Position Description	
Position Title:	Strategic Marketing Manager
Location:	Bendigo
Term:	Full-time (38 Hours per week)
Classification:	SCHADS; Social and Community Services – Level 6
Reports to:	General Manager Economic Development
Direct Reports:	Communications Officer (TBA)

Overview of Corporation

Dja Dja Wurrung Clans Aboriginal Corporation (DDWCAC) trading as DJAARA actively works to progress the aspirations of the Dja Dja Wurrung community. It is incorporated under the Corporations (Aboriginal and Torres Strait Islander) Act 2006 (CATSI Act) and is regulated by the Office of the Regulator of Indigenous Corporations (ORIC).

Established in 2004, the principal objectives and responsibilities of the corporation are to:

- Promote the health and wellbeing of the Dja Dja Wurrung People.
- Protect and promote the laws, culture, property rights and human rights of the Dja Dja Wurrung People.

Dja Dja Wurrung Enterprises Pty Ltd

Dja Dja Wurrung Enterprises Pty Ltd (DDWE) is a company solely owned by Dja Dja Wurrung Clans Aboriginal Corporation. The trading entities of DDWE provide an expansive range of commercial natural resource and heritage management services aligned to the aspirations and rights of the Dja Dja Wurrung as the recognised Traditional Owners of an area of Central Victoria.

Position Overview

The Strategic Marketing Manager will be responsible for market analysis, collaborating with Businesses to align product/service development and then leading the multi-channel marketing and communications strategies to achieve business objectives.

Working cross-functionally with internal teams, this role ensures consistency in brand and voice through events and publications (business strategies, plans and annual reports) and supports the commercial growth of our Businesses.

Reporting Relationships

The position will report to and will operate under direction from the General Manager Economic Development.

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djadjawurrung.com.au

DJA DJA WURRUNG CLANS ABORIGINAL CORPORATION TRADING AS DJAARA

Located at 13-15 Forest Street, Bendigo Vic 3550

ICN: 4421



Accountabilities

- Provide strategic marketing input and content for proposals, tenders, and grant applications that align with business growth targets.
- Lead creative multi-channel marketing and advertising campaigns, apply analytics to develop innovative improvements and reporting against business objectives.
- Develop a customer service framework and supporting systems and methodologies applied to multiple businesses and markets with strategies to enhance business reputation, brand value and performance.
- Collaborate with product and enterprise leads to create marketing strategies that drive lead generation, customer acquisition, and sustainable revenue growth.
- Ensure consistent application of brand identity, tone, and messaging across all platforms and communications to protect and strengthen the corporation's reputation.
- Build and maintain effective relationships with stakeholders, including government, community, and industry partners, to drive awareness, partnership, and collaboration.
- Participate as an active member of the Dja Dja Wurrung Enterprise management team.
- Develop business reports, forecasts and product/service strategy for Executive Management and Board advice.
- Ensure marketing content and campaigns authentically reflect Dja Dja Wurrung values, culture, and stories in collaboration with Traditional Owners and cultural advisors.
- Other activities as appropriate to your experience and qualifications that support outcomes of the Dhelkunya Dja Country Plan and DDWE Business Plan.

Key Selection Criteria

- Proven experience in a senior marketing and creative leadership role, preferably across multiple industries including visitor economy, food and beverage, multi-discipline services and/or a membership-based or professional association environment.
- Degree qualification/s in marketing with minimum 7 years relevant experience.
- Confident and well-developed communication skills with ability to connect with and motivate a diverse range of stakeholders.
- Self-directed and well organised.
- Strong organisational and time management skills.
- Ability to maintain confidentiality and work with integrity.

Personal Skills Required

1. Commitment to DJAARA self-determination expectations
2. High ethical standards, personal integrity and high degree of self-motivation
3. Proven ability to create and maintain an expectation of trust, respect and confidentiality and the ability to display and enact sound judgment regarding highly sensitive and/or critical issues
4. A commitment to safe work practices
5. Excellent communication and interpersonal skills
6. Capacity and willingness to accept direction and to work as part of a team in a multi-skilled, traditional owner-led working environment.

CONTACT

General Manager Economic Development
Steve Jackson

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