



Brand Manager Job Description

Openaid is an Australian NGO founded by our Executive Director Justin Whitecross in 2002, cultivating grassroots initiatives empowering local women and communities to foster education, economic growth and community networking to combat sex trafficking and abuse in Thailand, Burma and borders with Laos.

Justin holds a vision for a community of people creating responses to reduce the vulnerabilities of women and girls from poor families, and to lessen the long term damage to trafficked and abused girls.

For Openaid the ultimate goal in all cases is to address the root causes of exploitation. Poverty and complex social issues are difficult to tackle, but our unique approach with local Thai, Burmese and Laotian women tackles the issues that matter most. Young Australians are involved within the organisation and continue to inspire and produce significant local and international results.

The successful applicant needs to have a hunger to make a difference in peoples lives through the ministry of Openaid's projects, bringing a genuine desire for accountability and being highly self motivated, dedicated to fulfilling the role.

Whilst experience and personal skills are important, this will be complemented by a positive attitude towards interpersonal relationships and a keen dedication to the opportunity and role.

POSITION NAME -	BRAND MANAGER
REPORTS TO -	EXECUTIVE DIRECTOR
DATE PREPARED -	MAY 2010
LOCATION -	MELBOURNE

Job Summary: Develop and guide the team with established program activities.

Key Responsibilities:

- + Develop and execute strategy in support of the brand '1,000 Villages for Girls at Risk'
- + Manage day-to-day activities associated to all marketing efforts, including creative development, tracking and reporting
- + Help inform the creative process and assist in monitoring brand health and new brand tracking
- + Assist with financial projections and budgeting process
- + Function as the information hub for designated targets
- + Prepare marketing objectives and participate in key marketing presentations as necessary

Reporting Relationships:

This position reports directly to the Executive Director.

Desired Candidate Profile:

- + Willingness to learn and develop skills
- + Assumes responsibility and accountability for performance
- + Pleasing personality and effective communication skills
- + Servant heart with strong concern for Openaid's cause

Qualifications

- + Undergraduate degree
- + Proven experience in project management and process improvement experience

This is a volunteer position

Key Performance Indicators:

- + Managing and maintaining media strategy
- + Effective contribution to the creative process
- + Ability to communicate Openaid's aims externally

Please email a cover letter and curriculum vitae, highlighting relevant education and experience, and any areas of particular expertise that may be of interest to office@openaid.org.au