



**WE KNOW RECRUITMENT.  
EXPERIENCE PEOPLEFUSION.**

*Success Profile Pack*

**Varley Group**

Marketing Manager

Applications close: Monday 4 July 2022

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## *Position Description*

In collaboration with CGO, develop, execute, manage Varley Group and Varley Divisions (Defence, Special Vehicles, Services and Systems) go to market activities across digital, print and traditional marketing avenues, to increase revenue and grow Varley's brands adoration in current and new markets.

Create, execute and manage marketing activities to showcase new and existing divisions, launch new and existing products, services, capabilities and partnerships.

Create, execute and manage marketing activities, manage daily workflow, prioritise business marketing needs and lead the marketing requirements to create marketing material that stimulates customer engagement and grow sales.

### **Selection Criteria**

- Degree qualified in Marketing, Business, Communications or other relevant degree qualified study
- Demonstrated experience in supporting businesses to grow their sales and marketing capability.
- Demonstrated experience with the creation, execution and management of marketing collateral for an organisation across – digital, print, traditional.
- Having a creative and innovative flair for implementing and adding value to promotional campaigns to achieve greater results for all Varley divisions.
- Advanced software skills – MSOffice including Word, Excel, PowerPoint, WIX, WordPress and preferably experience using the Adobe Suite – Illustrator, Photoshop, InDesign and Acrobat
- Exceptional communication and presentation skills
- Proven capability to negotiate and influence across a diverse range of stakeholders
- Ability to work autonomously and collaboratively as part of a team.
- Excellent time management and prioritisation skills.
- A proven ability to achieve objectives and demonstrate actual results.
- Ability to communicate professionally, pragmatically, and with influence.
- A passion for driving organisational performance.
- A positive, 'can-do' attitude.

## Key Responsibilities & Performance Indicators

### VARLEY GROUP MARKETING RESPONSIBILITIES

In collaboration with CGO, create, execute and manage marketing campaigns aimed at growing revenue for Varley Group and Divisional businesses, achieving sales targets, enhancing and growing the Varley brand in current channels and new channels.

In collaboration with CGO develop marketing activities that clearly outline the deliverables, timings, tactics and performance measures of each marketing activity for each division.

Responsible for the marketing, promotional and campaign activity calendar – support the delivery of the annual marketing plan and marketing activities for each division.

Execute campaigns for Varley divisional sales initiatives through the utilization of the appropriate marketing avenues - Digital, Print, Traditional to deliver on revenue growth and customer growth.

- Create and execute marketing activities for the group and each division across all marketing requirements;
  - **Digital Marketing Activities – Web, SEO, SEM, eDM, social, video, photography**
    - Implement new Varley Website(s).
    - Up-date company website(s), as well as managing, creating new content, imagery and blogs.
    - Create web banners and landing pages. Contribute to the overall look and feel of the Varley Group web site.
    - Manage, utilise Google Analytics to determine optimal content to drive website traffic and increase customer growth.
    - Take ownership of the various social media accounts (Facebook, Twitter, YouTube, LinkedIn, Instagram, Others), create posts to increase customer growth, in-line with divisional sales strategies and increase customer awareness.
    - Creation of social media posts and management of the on-going social media calendar.
    - Creation of eDM content and management of calendar for eDMs and social media in line with marketing strategy and marketing activity calendar.



- Coordinating the creation, optimisation and review of paid social media advertising.
  - Create and execute video content for website, social and all marketing requirements.
  - Create and execute photography requirements for website, social and all marketing requirements.
  - Documented activation approaches and communicated approaches and plans to all key stakeholders.
  - Managed internal and external resources associated with the development and execution of marketing campaigns.
  - Maintaining relationships and liaising with external agencies.
  - Correctly named and filed all artwork, marketing collateral files which provided easy search functionality.
  - Develop and maintain cross-functional agreements for managing resources, budgets and outcomes associated with exclusive suppliers.
- **Print Marketing Activities** – brochure, catalogue, signage, banners, stationary, tender documents;
- Creation and management of promotional artwork and content across print activities including catalogues, signage, banners etc
  - Design and coordination of marketing collateral and ensure current and accurate content of existing collateral.
  - Create and execute all marketing content, deliver marketing print requirements on-time, to budget and in line with divisional sales strategies.
  - Writing – effectively, simply, and clearly writing communications across all marketing activities.
  - Copy writing and proof reading all advertisements and marketing material.
  - Create and execute photography requirements for print marketing requirements.
  - Develop presentations and proposals to assist various business units.
  - Assist with developing tender submissions.
  - Documented activation approaches and communicated approaches and plans to all key stakeholders.

- Managed internal and external resources associated with the development and execution of print campaigns.
- Create and provide information to contribute to monthly board report.
- Coordinate the ordering of all marketing printed materials and maintain relationships and liaising with external agencies.
- **Traditional Marketing Activities** – trade shows, conferences, associations
  - Plan, execute trade fairs and conference activities. Responsible for all marketing collateral requirements – trade show stand, brochures, banners, video etc.
  - Plan & coordinate events including identifying potential events, coordinating requirements, and managing the events.
  - Assist with new products launches, marketing collateral preparations and marketing activities.
  - Documented activation calendar and communicated approaches and plans to all key stakeholders.
  - Managed internal and external resources associated with the development and execution of trade shows, conferences, product launches.
  - Developed and maintained cross-functional agreements for managing resources, budgets and outcomes associated with exclusive suppliers.

## BRAND STEWARDSHIP

In collaboration with the CGO and divisional CEO's increase brand awareness and drive sales results across various mediums including press, catalogue, promotional campaigns, websites, events, and public relations.

In collaboration with the CGO, execute the brand strategy to further grow the divisions and acquire new relationships, partners, suppliers and customers.

- Ensured brand awareness and brand consideration is consistent and reflected in all marketing areas of the business.
- Maintaining clear brand guidelines are reflected in all sales activities.
- In collaboration with CGO, develop brand adoration KPIs to clearly articulate that marketing activities are increasing customer brand awareness and adoration in the market.

## CUSTOMER EXPERIENCE

Manage the public perception of our products, brand and company by directing and managing internal and external communications, events and programs.

## REPORTING & COMPLIANCE

Reporting - reporting on marketing KPIs, marketing calendar, campaign success, projects executed and future projects/campaigns.

In collaboration with CGO keep track of marketing campaigns, preparing performance analysis reports of post campaign and marketing recommendations for changes.

Provide CGO with weekly, monthly, annually marketing activities, marketing calendar, marketing ROI and progress reports.

Budget management - budget management of own marketing spend and coordination for the team.

Track and report key functional metrics to reduce expenses and improve effectiveness.

Adhere to Varley Group's policies and ensure company values are evident in daily practices.

- Communicated strategy, budget and expected outcomes prior to all campaigns and promotional activities.
- Distributed brief and execution plans to all required stakeholders ahead of promotional activities.
- Collected customer data that supports a cross-functional approach to improving the customer experience.

## CONTINUOUS IMPROVEMENT

Document and maintain clear and accurate functional policies, procedures and templates.

Develop and maintain tools and systems to optimise processes and improve the customer experience.

- Reviewed current processes and adopted basic LEAN principals to eliminate waste.
- Reviewed current individual processes and documented updates and changes.
- Maintained accurate and current functional procedures and policies.
- Communicated new/amended functional processes.
- Departmental policies and procedures identified, developed and implemented.
- Actively managed and executed innovation strategies aimed at improving the customer experience.

## WHS

Comply with WHS policy and take reasonable care for own health and safety and the safety of others in the workplace including following all reasonable instructions from the senior leadership team relating to work health and safety.

- Completed WHS online training and refresher training as scheduled.
- Adhered to all WHS policies and procedures.
- Actively participated in all WHS programs and initiatives.
- Identified risks and reported hazards.

## *Company Bio*

For over 135 years Varley has delivered unsurpassed Australian engineered solutions and support services to the Defence, Aviation, Vehicle, Rail, Marine and Energy Industries.

What sets us apart is our diversity and ability to design, engineer and manufacture world-class solutions, whilst providing a national service support network that delivers on both quality and performance.

We work in partnership with our customers, providing a range of skills and expertise to their project and complex challenges.

### **VARLEY DEFENCE**



### **VARLEY VEHICLES**



### **VARLEY SERVICES**



Varley have since developed and evolved into a highly successful, diverse multi-national design and engineering operation that services three business divisions, Defence, Vehicles and Services. With a network of 18 facilities encompassing Australia, USA and Indonesia. We have 5 major Australian manufacturing facilities located at Tomago, Carrington and Sydney NSW, Narangba QLD and Ballarat VIC. Varley employs 1060 people across all national and international facilities.

Throughout its long history, Varley has steadily grown and diversified to provide a comprehensive range of first class products, service and workmanship to a broad range of major industries.

The Varley Group's ability to transform customer ideas into reality has earned the company a competitive reputation as a provider of innovative turnkey solutions and unsurpassed service, on local, national and international stages.



Varley's current customer base is wide-ranging from individuals to governments and global corporations. Similarly, the products and services offered by Varley are vastly diverse.

Our manufacturing projects include custom emergency service, health, education and rescue vehicles, defence ambulances, shelters and Joint Strike Fighter appliances, industrial and recreational electric vehicles, power plant restorations and rail maintenance works. Services offered include custom engineering and production, made-to-specification manufacturing, electrical and mechanical repairs and repeat vehicle maintenance.

### Values

**Safety** To ensure the welfare of our people and visitors.

**Customer Focus** To offer the best customer service through open and honest relationships.

**High Quality Workmanship** To ensure high quality products, services and employees.

**Acceptance of Change** To adapt to changes in customer needs, technology and social demands.

**Success** To secure continuing financial, technical and market success.

Find out more at their website:

<https://www.varleygroup.com/>

# How To Apply

## Cover letter tips

Let us know what attracts you to this role.

## How to apply

To learn more about key responsibilities, company culture and associated benefits of this opportunity, please contact Sally Bartley on 0400 005733 [sallyb@peoplefusion.com.au](mailto:sallyb@peoplefusion.com.au), Wendy Donovan 0407 525 949 [wendyd@peoplefusion.com.au](mailto:wendyd@peoplefusion.com.au) or Alyson Schulha on 4927 2033 [alysons@peoplefusion.com.au](mailto:alysons@peoplefusion.com.au) for a confidential discussion.

## Timeline

COMMENCED	Pre-screening and preliminary interviews by peoplefusion
Friday 17 June	Ad to go live
Monday 4 July	Applications close
Week commencing 27 June	Interviews commence with peoplefusion
Week commencing 4 July	Shortlist presented
within 3 days	Client panel interviews conducted
within 24 hours after panel interviews	Final selection assessments/references conducted if required
asap	Offer negotiated and finalised

*Note: these dates are indicative only and can be changed in accordance with the availability of the interview panel and shortlisted candidates.*



## *Our Area*

### Benefits of living and working in Newcastle and the Hunter Region

The Hunter Region offers more than just global award-winning wines, divine food and a multimillion-dollar thoroughbred horse breeding industry - as Australia's largest regional economy prospering both economically and socially, sustained by many professional and research industries and sectors, and a highly skilled workforce. It consists of three major cities, Newcastle, Maitland and Lake Macquarie and is surrounded by regional centres, which include Cessnock, Muswellbrook, Port Stephens, Scone, Singleton and Taree.

One city that has exponentially played a huge role in the Hunter Region's growth is Newcastle. Newcastle is a vibrant, smart city, located in the heart of the Hunter Region, offering the best of both worlds. Whether it's a sea change or tree change, Newcastle offers the friendly, warm lifestyle of coastal living but the benefits of inner city living (the perfect work-life balance) minus the congestion and non-stop hustle. With its location, lifestyle and opportunities for growth, Newcastle is the place to be.

### Best of both worlds

Only a two-hour drive north of Sydney, Newcastle offers a relaxed and welcoming lifestyle with all the benefits and comforts of a large city without the constant traffic. The region is easily accessible by road, rail and air travel (Newcastle Airport is Australia's sixth largest regional airport).

Providing excellent cafes, restaurants and nightlife, a variety of recreation activities, Newcastle is perfectly positioned to enjoy the beaches on the coast and the wineries in the Hunter Valley.

## Best beaches

Newcastle beaches and baths have something for everyone, whether you're looking for a quick dip, a leisurely swim or an awesome surfing experience - look no further. You will find that there are public amenities, shade shelters, parking, access for people with a disability, picnic areas, BBQ's and kiosks all along the stretch of Newcastle's pristine beaches.

## Wineries

The nearby Hunter Valley vineyards are a short drive away and has forged an international reputation for acclaimed wines. Sip and taste your way through over 150 cellar doors!

## Dining

Newcastle's dining scene offers everything from cheap eats for the family, hip bars to romantic restaurants with a diverse selection of cuisines and funky eateries for every taste bud!

## Arts, culture and entertainment

The city's art scene is thriving - be sure to check out Newcastle Art Gallery or the heart and soul of Newcastle - the Civic Cultural precinct. You'll be amazed by the theatre, comedy, events, live music that's on offer.

## Education

Newcastle has strong pre-school, primary, secondary levels and tertiary education options meaning clear educational pathways.



## About peoplefusion

Our expert team live and breathe recruitment and are committed to taking you from credible to incredible.

We provide transparency into roles, we won't send you in blind for interviews, we will give you feedback, and we'll support you after your appointment.

Our services include permanent recruitment, temporary and contract recruitment, executive search, outplacement, talent and retention, and career coaching.

### Locked and loaded

We show up as though every day is a Grand Final

### We've got this

We do as we say with confidence and integrity

### Have the conversation

We speak authentically and never mind read

### Grow and glow

We challenge ourselves and have fun doing it

### Make it count

We aim for every action to add value

## Our specialisations

Executive Search

Accounting & Finance

Legal & Governance

Human Resources & WHS

Marketing & Communications

Information Technology

Engineering & Projects

Supply Chain

Administration & Accounts

Contact Centre & Customer Service

Sales

## We know recruitment. Experience peoplefusion.

At peoplefusion we don't just accept diversity and inclusion —we celebrate it! We strive to create an environment of equal opportunity regardless of race, gender, sexual orientation, gender identity or expression, lifestyle, age, religion or physical ability, and welcome applications from people from all backgrounds. We always welcome individuals to contact us if they require any assistance during the application process when applying for jobs with peoplefusion.

## *Your Recruitment Specialist*

### **SALLY BARTLEY** 21 years experience

Sally has more than 24 years' experience across a range of sectors and is the Director of peoplefusion. Sally is an Accredited Professional Recruiter and has achieved Member status with the RCSA.

She is a Graduate of the Australian AICD, works closely with the Westpac Rescue Helicopter Service across their entire business recruiting technical, leadership and corporate services positions, and has partnered with Newcastle Permanent Building Society, Compass Housing Lifestyle Solutions, and Mine Super across a broad range of roles including recruitment of Executive and Board positions.



As a member of the Recruitment, Consulting and Staffing Association of Australia & NZ (RCSA), peoplefusion are committed to the Code of Professional Conduct and observe high standards of honesty, equity, integrity, and social and corporate responsibility. All of our Recruitment Specialists are accredited by the RCSA.

**WENDY DONOVAN** 15 years experience

Wendy has a wealth of experience providing HR solutions for small to large business across the finance, banking, medical and science, media and manufacturing industries, and successfully grew her own franchise training business.

Wendy's earlier career across medical research and science mean her search and discovery abilities are second to none. This approach has seen her successfully partner with the likes of ARTC, City of Newcastle, HMRI and Newcastle Airport to recruit a range of corporate roles.

Wendy holds an MBA (Marketing & Economics), a Bachelor of Science (First Class Honours), and is an Associate of the RCSA.

**ALYSON SCHULHA** 6 years experience

Alyson Schulha (Ally) joined peoplefusion as a Recruitment Consultant in March 2022 after 18 years abroad.

Prior to peoplefusion, Ally was the Country-Wide Operations Manager for a chain of tourist hostels in Vietnam for eight years. In this role she managed a team of 500 staff as well as driving sales and customer service. She also lived in London from 2005 to 2013, working as a Project Manager at Deloitte. In this role, Ally oversaw major projects in the retail banking sector for clients such as HSBC and Lloyds TSB.

In her Recruitment Consultant position, Ally manages both clients and candidates to ensure both parties experience a positive recruitment journey. Day-to-day, she can be found searching for candidates and unearthing great talent to fill current job opportunities, organising interviews, and facilitating communication between clients and potential job candidates.

