# General Management – CSOF7

Role summary for potential applicants

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| Advertised Job Title**:** | Marketing Manager – Risk Evaluation & Preparedness Research |
| Reference Number**:** | 46662 |
| Classification**:** | CSOF7 |
| Salary Range: | AU $131K to AU $145K plus up to 15.4% superannuation |
| Location**:** | Sydney, New South Wales or Melbourne, Victoria |
| Tenure: | 3 year term |
| Relocation assistance**:** | Will be provided to the successful candidate if required. |
| Applications are open to: | Australian Citizens Only  Australian/NZ Citizens and Australian Permanent Residents Only   * All Candidates   *For Specified Term positions, we will accept applications from Temporary Residents with working rights for the length of the term, who do not require sponsorship.* |
| Functional Area**:** | General Management |
| % Client Focus - Internal: | 20% |
| % Client Focus - External: | 80% |
| Reports to the: | Marketing Director, Health & Biosecurity |
| Number of Direct Reports: | 0 |

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| **Role Overview:** |
| The Risk Evaluation & Preparedness Research Program is a core component of the CSIRO Health & Biosecurity Business Unit. The Program’s research addresses the challenges identified in the CSIRO Biosecurity Futures report.  The Program is a leader in the development of animal models for dangerous pathogens, for pre-clinical testing of vaccines and therapeutics. CSIRO recognises that how we deliver biosecurity into the future will require a different approach. The Program to aligns its research focus across three impact domains:   * *Point of care: detection/diagnosis/surveillance – human, livestock, agriculture and environment spanning health and biosecurity.* * *Risk: Novel technologies are a key pathway to ensuring Australia will be able to meet its biosecurity obligations and expectations.* * *Intervention response preparedness: We focus on the development of systems to support effective early detection and intervention.*   The **Marketing Manager, Risk Evaluation & Preparedness**, will report to the Marketing Director, Heath and Biosecurity and will be responsible for the development, execution, management and monitoring of day to day marketing activities around a number of defined technologies. The position will also contribute to the long term marketing strategy for CSIRO Health & Biosecurity.  This newly created role is responsible for creating and implementing cutting edge marketing plans, strategies and tactics for our scientific advancements, in partnership with the Business Development Manager, Communications Manager and Research Director. This role will require ongoing development of campaigns in concert with external partners and selected membership organisations. |

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| **Duties and Key Result Areas:** |
| * Lead and drive the development of market segmentation followed with channel targeting strategies, relevant messaging, and tactics, for a number of pre-defined scientific advancements. * Partner with the science team, Business Development (BD), Communications Manager and legal to develop and implement marketing strategies and tactics that align to the broader CSIRO direction, brand roadmaps and business plans. * Define the growth drivers, and drive the launch of new products and service offerings, in partnership with BD, Communications and the Research Director. * Lead the integration and reporting of marketing KPIs, partnering with other Program team members to deploy metrics and control measures that allow for a data-driven marketing approach. * In partnership with Research Director, Business Development Manager and science team, develop and implement on-boarding and marketing education workshops to broaden the technical marketing capabilities across the program. * In partnership with BD, develop financial forecasts for budgeting and planning purposes. Build, deploy and proactively manage relevant parts of the program marketing plan aligned to sources of growth across the product lifecycle. * In alignment with the broader commercialisation team, identify and engage with key customer influencer relationships. * Where necessary, identify, develop, and own appropriate agency and vendor partnerships. * Build strong alignment processes with other departments such as finance, business development, scientific, legal, and communications to ensure marketing strategies are realised. Maintain strong interdepartmental communication and liaison within these teams locally and (where relevant) globally. * Adhere to, promote and encourage the spirit and practice of CSIRO’s Values, Health, Safety and Environment plans and policies, Diversity initiatives, and Zero Harm goals. * Any other duties within the scope of this position that may arise from time-to-time, for which the incumbent holds the skills and abilities to perform. |

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| **Selection Criteria:** |
| *Under CSIRO policy only those who meet all essential criteria can be appointed*  ***Pre-Requisite:***  1. The successful candidate will be degree educated (ideally in a bioscience, healthcare-related or business-related degree field), have prior experience (10+ years) in a strategic marketing role.  ***Essential Criteria:***   1. Extensive strategic Marketing/Brand Management experience gained from a range of reputable brands at various stages of their product life-cycle (Pre-marketing, launch, brand management, established products and end of lifecycle). 2. Extensive people management and sales experience. 3. Proven skills in external stakeholder engagement, customer acquisition as well as a successful track record in securing cross functional support from senior management for key strategic marketing campaigns. 4. Demonstrated agency management skills in a multi-channel marketing environment including direct sales, traditional media, digital and social. 5. The ability to work successfully in multi-disciplinary teams.   **As Australia’s Innovation Catalyst, CSIRO has strategic actions underpinned by behaviours aligned to**:   * Excellent science * Inclusion, trust & respect * Health, safety & environment * Delivery on commitments.   *In your application and at interview you will need to demonstrate alignment with these behaviours.* |

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| **Other Information:** |
| **How to Apply**  Please apply for this position online at <https://jobs.csiro.au/> and “Search by Keyword” for **46662**. Internal (CSIRO) candidates should apply for this position via the “Recruitment” tab in **SAP** (choose “Jobs Central” and enter Requisition Number **46662**).  Your application should comprise **one document** incorporating a resume and covering letter that best demonstrates your motivation and ability to meet the requirements of the role (uploaded under “Resume/Cover Letter”). At any stage during the recruitment process, you may be asked to provide additional information (online) relevant to the selection criteria. If so, then responding will enhance your application so please take the time to provide relevant succinct answers. Applicants who do not provide the information when requested may not be considered.  If you experience difficulties applying online call 1300 984 220 and someone will be able to assist you. Outside business hours please email: [csiro-careers@csiro.au](mailto:csiro-careers@csiro.au).  **Referees**: If you do not already have the names and contact details of two previous supervisors or academic/ professional referees included in your resume/CV please add these before uploading your CV.  **Contact:** If after reading the selection documentation you require further information please contact:  **Mr Paul Dodson**via email: [Paul.Dodson@csiro.au](mailto:Paul.Dodson@csiro.au) or call **02 9325 3067**  Please do not email your application directly to Mr Dodson. Applications received via this method will not be considered.  **About CSIRO**  Australia is founding its future on science and innovation. Its national science agency, the Commonwealth Scientific and Industrial Research Organisation (CSIRO) is a powerhouse of ideas, technologies and skills for building prosperity, growth, health and sustainability. We serve governments, industries, business and communities across the nation.  Find out more! [www.csiro.au](http://www.csiro.au). |