

CHIEF MARKETING OFFICER

The Role

Robogals is seeking a new Chief Marketing Officer (CMO) to drive the growth and development of our global marketing strategies. Candidates will have a passion for inspiring girls and women about careers in engineering and building a culture of diversity and inclusion in engineering. The CMO reports to the Chief Operating Officer (COO) of Robogals Global. Responsibilities of the role include:

Key Responsibilities

- Planning, developing, implementing and monitoring the overall marketing strategy consistent with Robogals' values
- Collaborate with the Robogals global and regional teams to implement a branding strategy that accurately reflects our mission and values
- Identify and coordinate the development of creative and engaging content to communicate activities across to our organisational stakeholders
- Lead organisation-wide marketing activities in collaboration with regional marketing teams
- Create content for social media, website and newsletters that promote organisational wide initiatives.

Required and Emerging Skills

- Knowledge of marketing principles, brand and service management
- Excellent organisational and communication skills and be able to lead geographically dispersed teams
- Demonstrated people management experience through either paid or volunteering leadership roles
- A creative mind and the ability to appreciate and respect diverse cultures

Time Commitment:

- 10 Hours per week
- Minimum 1 year term

How to Apply

To apply (or query) please email Emily Qiao at emily.qiao@robogals.org with the following:

- Your CV (max two pages)
- A cover letter detailing your motivations for the role

Applications close at 5pm AEST on Friday 20th August, 2021