



## Chief Marketing Officer (CMO)

Responsible for Marketing, Resource Mobilisation, Partnerships, Events and Communication

### JOB DESCRIPTION

#### 1. Place in the Organisation -

- The CMO reports to and is accountable to the CEO
- The Marketing, Resource Mobilisation, Partnerships, Events and Communication Teams will report to the CMO
- The CMO together with the Heads of PCFS, KTER & ADMIN-HR-FIN collectively form the Executive Committee (EXECOM) led by the CEO

NB - PCFS: Palliative Care Field Services KTER: Knowledge, Training, Education, Research

#### 2. Responsibilities -

- Thought Leader and Strategist for Marketing Department
- Articulate clear Long-Term Goals and Strategy for the Marketing function as a whole
- Develop a clear and focused Communication Strategy to address the five distinct stakeholders of CanSupport
- Ensure that annual business plans which are well aligned with the Long Term Strategy are prepared for Marketing
- Ensure that Marketing, RM, Events, Communication and Partnerships interpret strategic goals correctly into viable unit action plans & deliverables
- Ensure that the whole Marketing team remains energized and mobilized around the Strategy
- Review the Marketing Strategy with CEO and other unit heads periodically and make necessary course corrections
- Manage all Marketing Operations
- Ensure that all Marketing units are effectively led and resourced to deliver the results expected of them
- Ensure optimum engagement of volunteers in all Marketing operations and ensure high satisfaction levels
- Support all Marketing units to deliver results according to the pre-defined plans at the desired level of quality
- Support all Marketing units to deliver results according to the pre-defined plans at the desired level of quality and cost-effectiveness
- Ensure day-to-day working discipline, commitment and morale, and safeguard CanSupport's unique culture
- Review management information reports with Marketing teams and ensure operations stay well on track
- Coordinate closely with the other Unit Heads to ensure that internal alignment and cooperation are maximized
- Manage Risks and Threats
- Analyse threats that could derail the Marketing program and put early detection measures in place



- Prepare a Threat Response Plan to ensure timely response to mitigate the impact of threats that may materialise
- Adopt prudent and conservative policies for managing financial resources provided to Marketing
- Adopt prudent and conservative policies for managing human resources in Marketing, especially volunteers
- Adopt prudent and conservative policies for managing important external relationships
- Ensure development of leadership potential from within Marketing and build a viable contingency and succession plan

### 3. Authorities -

| AUTHORITY |   | LIMITS  |
|-----------|---|---|
| 1         | Revenue expenditure                                       | Upto budget limits for approved budget line-items.                                      |
| 2         | Capital expenditure                                       | Authority lies with CEO for approved budget line-items.                                 |
| 3         | Hiring of RM team members and outsourced resources        | Upto budget limits for approved budget line-items; with CEO for un-budgeted line-items. |
| 4         | Change in deployment / work conditions of RM team members | Authority lies with CEO only  |
| 5         | Disciplinary action against RM team members and staff     | Authority lies with CEO only with recommendation from EXECOM                            |
| 6         | Dismissal of RM team members and staff                    | Authority lies with CEO only with recommendation from EXECOM                            |

### IDEAL PERSONAL PROFILE -

#### Background -

- Graduate or Post Graduate in Medicine, Social Sciences, Economics.
- Specialisation in Marketing, Social Work or related fields.
- At least five years' experience in client-facing operations such as Sales, marketing or customer service.
- Experience in Marketing and Management of Fundraising Events'
- At least five years' experience in leading and managing teams'
- At least five years' experience in a senior management position in a reputed organization'

#### Personal Competencies -

- Fluent in English and at least one Indian language, both in writing and speaking. Excellent communicator.
- Mature, balanced and calm leader, socially comfortable in different social situations, in large and small gatherings.



- Sensitive to other people, trying to help them realize their goals, a good listener and a good teacher. A people person with a genuine, caring heart.
- A firm and fair administrator, comfortable and experienced in applying good management practices in more than one area of expertise.

#### REMUNERATION:

Gross compensation budgeted for the position on a cost to organization basis is upto Rs 12 lakh per annum. The offer made to the selected candidate shall be commensurate with qualifications experience and competencies.