|  |
| --- |
| Purpose |
| To develop & implement of marketing and communication strategies & collateral through various electronic and traditional channels in accordance with the constructed brand guidelines & style guides. Maintain a strong brand awareness and increased awareness amongst the education profession and broader community. To act as the first point of contact for all ACHPER customer enquiries & support requests; office maintenance & management; maintaining customer, asset, consumables & other data sources, & provide periodic reporting.  |
| **Outcomes** |
| * Customers receive exceptional service when contacting ACHPER; their needs are addressed directly or by referral to another stakeholder.
* Membership numbers are increased through the development & roll-out of marketing & growth strategies
 | * ACHPER’s branding, voice, communications & marketing materials are consistent, professional & focused; heightening the awareness of ACHPER’s services within the PDHPE industry, as a provider of choice.
* ACHPER’s office runs smoothly & any issues or requirements are met in a timely manner, ensuring efficiency & productivity for the entire team.
 |
| **Key Performance Indicators (KPIs)** |
| **Warning** | **Safety** | * Takes responsibility for own safety.
* Reports hazards, incidents & near misses & stakeholder non-compliance.
 | * Promotes a safe working culture to other employees, contractors & stakeholders.
* Accepts feedback & adjusts behaviours.
 |
| Meeting | **Collaboration** | * Liaises with annual partners, provides a key contact point & undertakes the delivery of partner/sponsor benefits.
* Liaises with team to create communication / marketing strategy.
* Develop & maintain policy & procedure relating to communications & marketing.
 | * Maintains website content in collaboration with the CO & PLO.
* Liaises with Property Manager for general maintenance issues.
* Ensures internal stakeholders are provided with timely reports to assist their outcomes.
* Engaging Marketing campaigns using different methods & measure results.
 |
| Marketing | **Advocate** | * Manages the ACHPER NSW Awards process in collaboration with EO & CO.
 | * Seeks feedback of PDHPE stakeholders to inform the development & implementation of a member & customer strategy; resulting in membership & customer engagement.
 |
| Classroom | **Educate** | * Maintains excellent working knowledge of the association software & any other marketing communication software used within the organisation.
 | * Creates a plan for membership engagement including attraction & retention; utilising best practice knowledge to inform programs.
 |
| Cheers | **Support** | * Provides professional, accurate, friendly customer service for inbound & outbound communication.
* Oversees maintenance of office equipment, office supplies, general office tidiness & presentation.
 | * Marketing & administration of conference & events is supported; including the identification & development of promotional communication channels.
* Maintain registers and databases of team, Board, members, customers & provide reports.
 |
| Lightbulb and gear | **Quality & Innovation** | * Ensure conisitency of branding through the creation of Brand & Style guides to which all copy complies.
 | * Champions innovation; identifies efficiencies; leads the implementation of positive change relevant to marketing & growth strategies.
 |
| **The Person** |
| * Experience in or exposure to the education, health, sport & recreation sectors.
* Experience in marketing, & digital / other content writing.
* Works independently, self-motivated; sound judgement.
 | * Passionate about brand development.
* Excellent English language & communication skills.
* Organised & systematic,
* Strong attention to detail.
* Proactive, takes initiative, & can motivate others; is calm & resiliant.
 | * Tertiary qualified in Marketing or equivalent experience in relevant discipline (Business).
* Can manage multiple projects.
* Strong influencing, relationship & office management skills.
* Competent using array of communication platforms.
 |