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| 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. |