

POSITION:	Membership and Digital Engagement Officer
REPORTS TO:	CEO
AWARD:	Education Services (Post-Secondary Education) Award 2020.
HOURS:	Part-Time (28 hours per week with potential of extension)

POSITION CONTEXT

Adult Learning Australia (ALA) is the national peak body for adult and community education (ACE). ALA is a not-for-profit entity with both organisational and individual members in all states and territories who reflect the diversity of adult and community education.

Adult Learning Australia's vision is for lifelong and lifewide learning for all Australians. Lifelong learning is learning throughout the adult years via the formal education system, in workplaces and through community participation.

Lifewide learning is developing the skills and knowledge required to engage in meaningful work; to participate fully as a citizen in a vibrant democracy; to live in harmony in a diverse, multicultural and rapidly changing society and to manage one's health and personal wellbeing, particularly in the senior years.

PURPOSE AND FUNCTION

The Membership and Digital Engagement Officer is responsible for managing customer service and administrative tasks, including membership coordination, executive support, social media, and overseeing the organisation's professional development events and calendar.

MAIN DUTIES AND RESPONSIBILITIES

Work within Adult Learning Australia's vision and to meet ALA's policy objectives:

Membership

- Deliver high-quality customer service by managing the membership database, applications, renewals, and inquiries.
- Coordinate with the finance officer to ensure accurate and efficient payment processing.
- Prepare and submit a quarterly membership report to the CEO.
- Contribute to the development and execution of membership recruitment and retention strategies.
- Maintain a strong understanding of ALA's value proposition to strengthen member relationships.

Website and social media

- Keep websites, databases, and digital learning platforms up to date.
- Create and manage a social media calendar for ALA and the Learning Changes Lives Foundation.



- Generate fresh content and updates for social media platforms, and curate and post relevant existing content.
- Liaise with the Communications Coordinator to promote ALA, LCL, and other projects on social media.
- Team up with staff to plan social media strategies for Adult Learners Week to boost participation.
- Review and engage with member posts when appropriate.
- Provide digital metrics and insights for reports, and track traffic and engagement.

Professional development and events

- Liaise with and coordinate identified presenters.
- Oversee registrations and payment processes.
- Coordinate logistics for both online and in-person events.
- Manage recordings and distribute event materials.
- Collaborate with the Communications Coordinator to develop and implement a PD communication plan.
- Assist in creating interactive learning resources for digital platforms.
- Contribute to the planning and review of the annual PD program.

Administrative support

- Perform help desk duties as required, including answering, responding to and directing incoming calls and emails appropriately, including post, ensuring timely responses.
- Collaborate with ALA staff to refine and maintain administrative and customer service processes.
- Provide excellent customer service support for various projects
- Processing incoming and outgoing online shop orders and generate promotion campaigns liaising with the Communication Coordinator
- Monitor and order office supplies as needed.

Teamwork

- Provide executive support and general administration support for various projects that are delivered across the organization.
- Participate in staff meeting and development workshops
- Other duties as required.

SELECTION CRITERIA

Essential

- Minimum 2 years' experience in a professional administrative role or equivalent education/training.
- Relevant qualifications in administration, management, or education/learning and development.
- Proficient in IT, especially Apple, MS Office, WordPress, Zoom, Campaign Monitor, and Survey Monkey.
- Proven experience with membership and subscription software.
- Strong data management skills with keen attention to detail and follow-up.
- Excellent written, verbal, and customer service communication skills.
- Proven experience in professional development and/or event coordination.
- Good time management, organisational, and administrative abilities.
- Exceptional multi-tasking and problem-solving skills.
- Ability to work independently while knowing when to seek advice.
- Knowledge of Adult and Community Education.
- Provision of current Police Check

Desirable

- Experience with Moodle.
- Experience in digital asset design and desktop publishing using tools such as iMovie, Adobe InDesign, Adobe Illustrator, and YouTube.

SALARY AND BENEFITS

Terms and conditions of employment are based on the Education Services (Post-Secondary Education) Award 2020 and National Employment Standards (NES) Level 5.2:

- Salary approximately \$71,000 (pro rata) plus superannuation
- Plus leave loading 17.5%
- Potential for up to 2-3 days of ex gratia leave each year during the Christmas/New Year period after 12 months
- ALA is registered with the Portable Long Service Scheme, enabling the accrual of long service entitlements across multiple jobs within the sector
- The position is ongoing and subject to a 6-month review
- Spread of hours is negotiable across the working week, and the successful applicant can work in a hybrid environment
- The ALA office is located alongside the beautiful Maribyrnong River in the Footscray Community Arts precinct.

Date: position reviewed 2 October 2024