

Australian Retirement Trust

Position Description



Position title	Marketing Specialist - Union	Business area	Members
Role classification	Group B	Business unit	Brand, Marketing and Communications

Role purpose

The Marketing Specialist – Union is responsible for the end-to-end delivery of integrated marketing and communication initiatives to union delegates and members. This role plays a critical part in strengthening engagement, retention, and growth by:

- Building strong, collaborative relationships with union partners
- Enhancing union member participation and engagement
- Promoting education, information and advice through the union channel

The role also identifies opportunities to unify employer, union, and member communications to deliver a more consistent and impactful experience.

Key accountabilities

Along with the accountabilities listed below, individuals in this role are expected to demonstrate the qualities and behaviours that align with Australian Retirement Trust’s values of *courage*, *empathy*, and *excellence*.

- Plan and deliver end-to-end, multi-channel marketing and communications aligned to the national union growth strategy to drive growth and retention across employers, unions, and members (B2B, B2C, B2B2C).
- Plan and deliver end-to-end, multi-channel marketing and communications to strengthen engagement, retention and growth across QLD unions, employers, and members (B2B, B2C, B2B2C).
- Partner with union stakeholders to co-create and execute campaigns that drive member acquisition, retention, engagement, and value, aligned to shared growth objectives.
- Develop and deliver integrated marketing campaigns that amplify union priorities, workplace outcomes, and financial wellbeing initiatives.
- Create and manage high-quality collateral and toolkits (digital and physical) across superannuation, retirement, and financial wellbeing to support union and employer engagement.
- Lead marketing deliverables tied to sponsorships, partnerships, and events, ensuring consistent brand presence, strong engagement outcomes, and alignment to strategic objectives.
- Design and deliver thought leadership content and campaigns (e.g., insights, reports,



campaigns, executive communications) that position ART as a trusted partner to unions, government and employers.

- Collaborate closely with Corporate Affairs, Advocacy & Impact, and the CEO Office to align messaging and amplify union-related topics, policy positions, and strategic initiatives.
- Support the amplification of union activities through coordinated earned, owned, and paid channels, ensuring consistency and impact across all touchpoints.
- Deliver engaging communications across workplace activations, seminars, events, and financial wellbeing programs to increase participation and member engagement.
- Contribute to the development and execution of the annual marketing plan and campaign calendar, ensuring alignment to union, government and employer segment priorities.
- Act as a trusted marketing business partner, aligning stakeholder needs with strategic marketing and communication outcomes.
- Monitor, analyse, and report on campaign, event, and sponsorship performance, using insights to optimise outcomes and inform future strategies.
- Work with channel specialists to optimise performance across digital, direct, content, and partner channels.
- Champion union members and delegates by delivering clear, consistent, and impactful communications that enhance engagement, trust, and long-term retention.
- Conduct market, stakeholder, and competitor analysis to identify opportunities to strengthen union engagement and competitive positioning.
- Maintain strong relationships with internal teams, external agencies, sponsorship partners, and union organisations.
- Support reporting and governance requirements, including inputs to executive and stakeholder reporting.
- Contribute to broader strategic initiatives and projects as required.
- Undertake additional duties as directed.

Knowledge, experience and qualifications

Essential

- Experience in traditional and digital marketing, within the Financial Services Industry or other regulated environments (particularly financial advice or other professional services).
- B2B and B2C marketing experience
- Experience in developing and delivering end to end multi-channel marketing campaigns based on sound strategy essential.
- The ability to develop and implement recommendations based on insight.
- Strong communication (written and verbal) and interpersonal skills, including the ability to



negotiate, build and maintain positive stakeholder relationships and facilitate effective communication with all levels of the business.

- Strong financial skills, including budget ownership and the ability to accurately forecast spend.
- Relevant tertiary qualifications (i.e. commerce, marketing or related field) and/or relevant work experience.
- Ability to plan own work, be self-motivating and actively contribute to wider cross functional team activities.

Desirable

- Experience working with or a thorough understanding of Australian Unions