

AUSTRALASIAN HOUSING INSTITUTE

POSITION DESCRIPTION

Position title	Marketing and Events Specialist
Employment basis	Part-time or full-time employee (indicative 0.8 FTE)
Reports to	President. This reporting line may change as AHI's management structure develops.
Location	Fully remote. Open to candidates anywhere in Australia or New Zealand, with periodic travel for Awards and branch events.
Direct reports	None initially.
Key relationships	President; Head of Professional Development; Engagement and Membership Specialist (once appointed); branch chairs; Board and committee members (as briefed); sponsors and partners; external suppliers (design, print, AV, website hosting).

PURPOSE OF THE ROLE

The Marketing and Events Specialist leads AHI's marketing, communications and events activity, including development of AHI's marketing and communications strategy. The role builds AHI's profile with members, government and the sector, supports membership growth, and delivers a professional, well-run events and Awards program across Australia and New Zealand.

KEY RESPONSIBILITIES

Content and communications

- Develop and execute AHI's marketing and communications strategy, in consultation with the President, setting priorities and direction across content, digital and events.
- Write and edit content across AHI's member and public communications, including the member update, website copy, email communications and public commentary, working from briefs provided by the President.
- Draft and coordinate content so it reads consistently in AHI's voice.
- Manage the LinkedIn page and other social channels: a regular posting cadence, sector commentary, and member and Awards spotlights.
- Maintain the communications calendar and brief contributors (branch chairs, L&D, Secretariat/Engagement) with enough lead time to hit deadlines.
- Own the AHI brand across all channels and events: templates, visual standards and consistent presentation, including for regional Awards events run by volunteers.

Digital marketing

- Manage and update AHI's website content.
- Run digital promotion for training, events and membership offers, including email/EDM campaigns.
- Run the promotional sequence for courses and events (announcement, registration open, reminders, post-event wrap-up), building on existing templates.
- Track and report on digital performance (website traffic, email open and click rates, social engagement).

- Support the corporate employee (free Entry membership) enrolment pathway with clear, simple promotional material for corporate member HR contacts.

Events

- Plan and run AHI's events calendar, including major branch and jurisdictional events, working with branch chairs rather than instead of them.
- Own end-to-end delivery of the Brighter Future Awards program: nominations, judging logistics, the six regional events, and the Australasian Gala, in both Awards years and non-cycle years.
- Manage event logistics and supplier relationships: venues, AV, print, sponsor acknowledgement material and on-the-day coordination or briefing of local volunteers.
- Support the sponsor and partner pipeline for Awards and branch events with timely, professional materials.

SELECTION CRITERIA

Essential

- Demonstrated experience producing content and running communications across multiple channels (newsletter or journal, social media, email), ideally for a membership body, association or not-for-profit.
- Practical digital marketing skills: website content management, email marketing platforms, and basic performance reporting.
- Experience planning and delivering events, from small branch functions through to a multi-city program with a flagship gala.
- Strong writing skills and the judgement to write in someone else's voice from a brief, rather than a generic house style.
- Comfortable working independently and with minimal supervision in a small, lean team, managing competing deadlines across content, digital and events work.

Desirable

- Familiarity with the community housing, social housing or broader not-for-profit sector.
- Experience working across Australia and New Zealand, or sensitivity to the differences between the two markets.
- Experience briefing and managing external suppliers (design, print, AV) rather than doing all production in-house.