



**ENGINEERS  
AUSTRALIA**

## **POSITION DESCRIPTION**

- 1. POSITION TITLE:** Campaign Manager/Marketing Professional
- 2. JOB CLASSIFICATION:** 3
- 3. WORK UNIT:** Marketing
- 3. RESPONSIBLE TO:** Membership Marketing Manager
- 4. LOCATION:** Canberra, ACT
- 5. PURPOSE:**

The Campaign Manager is primarily responsible for the marketing of Engineers Australia's professional products and services to all external audiences.

This position will drive the development of and lead the execution of strategies to increase market awareness and demand for Engineers Australia's professional product portfolio.

As a Campaign Manager you will be required to work collaboratively with the National Marketing Manager, campaign team and a range of internal and external stakeholders to formulate and execute strategies and related campaigns.

## **6. DUTIES**

- Develop and execute a marketing strategy for each of the programs/products for a specified portfolio to support the organisation's objectives
- Preparing marketing material across both print and digital mediums for your portfolios on a regular basis
- gathering and editing copy from stakeholders, as well as producing copy for all of the marketing collateral relevant to your assigned portfolios
- Ensure the benefits of membership related products are effectively and consistently communicated to external audiences
- Work collaboratively with internal stakeholders to deliver briefed campaign objectives
- Develop and execute cross channel campaigns to drive consumer awareness and engagement, including above the line advertising
- Track, measure and report back on success of campaigns to key stakeholders
- Equip key stakeholders with the necessary tools and resources for each campaign
- Drive creative ideas and outside the box thinking within the campaign team
- Work with external consultants and suppliers as required
- Other marketing and additional duties as required.

## 7. WORK HEALTH & SAFETY (WHS) OBLIGATIONS

As a worker for Engineers Australia, you must:

- Take reasonable care for your own health and safety in the workplace
- Take reasonable care that your acts or omissions do not adversely affect the health and safety of others in the workplace
- Cooperate with your employer about matters of health and safety
- Comply with any reasonable instruction and cooperate with Engineers Australia's WHS policies and procedures
- Familiarise the broad meaning of 'workplace' in health and safety legislation and Engineers Australia WHS policies and procedures.

## 8. COMMUNICATION AND RELATIONSHIPS

### Internal

- National Manager Marketing Services
- Marketing team
- National Office Staff
- Division Staff
- Business Development team
- Member delivery team
- Office bearers
- International team
- Commercial team
- EEA General Manager
- EEA team

### External

- Engineers Australia members
- Sponsors
- Other professional bodies
- Industry leaders
- Agencies
- Media providers

## 9. EXPECTED BEHAVIOURS

<b>Stakeholder Focus</b>	<ul style="list-style-type: none"><li>• Actively seeks to build relationships by taking the opportunity to build rapport and understand stakeholder needs.</li><li>• Listens, identifies and provides advice to internal and external stakeholders that adds value and creates solutions to help them address stakeholder needs.</li><li>• Acts as a role model for positive working relationships by involving others and drawing on team strengths.</li></ul>
<b>Change Agent</b>	<ul style="list-style-type: none"><li>• Promotes and endorses change efforts.</li><li>• Draws upon a range of sources to implement new ideas and solutions.</li></ul>

	<ul style="list-style-type: none"><li>• Determines course of action despite a lack of clarity.</li></ul>
<b>Effective Collaborator</b>	<ul style="list-style-type: none"><li>• Communicates in meetings with confidence.</li><li>• Actively listens to and actively explores others views and perspectives</li></ul>
<b>Delivers Excellence</b>	<ul style="list-style-type: none"><li>• Consistently delivers projects on time, on budget and to desired quality.</li><li>• Project lead, drawing on resources and skills to manage workload.</li><li>• Monitors progress and gains buy-in to the project.</li><li>• Contributes to the development of work plans and team goals.</li></ul>

## 10. SELECTION CRITERIA

- Experience in developing and executing cross channel campaigns
- Professional experience in marketing/communications
- Demonstrated ability to achieve KPI's and marketing objectives
- Ability to multi-task and manage defined timelines
- Excellent interpersonal, written and oral communication skills
- Comfortable working with stakeholders, both internal and external, at all levels of the business
- Strong relationship building skills
- Ability to think creatively and bring innovative solutions to marketing challenges
- Experience using CRM and bulk email service providers to support the execution of campaigns
- Relevant tertiary qualifications
- Intermediate skills in Adobe Creative Suite and MS Suite applications
- Experience in and knowledge of Professional Associations would be beneficial
- Salesforce Marketing Cloud and social media experience (desired but not essential).