



**ENGINEERS
AUSTRALIA**

POSITION DESCRIPTION

- 1. POSITION TITLE:** **Marketing and Communications Co-ordinator, Corporate Partnerships**
- 2. JOB CLASSIFICATION:** **2**
- 3. WORK UNIT:** **Marketing**
- 4. RESPONSIBLE TO:** **Commercial Marketing Manager**
- 5. LOCATION:** **Melbourne, Victoria**
- 6. PURPOSE:**

The Marketing and Communications Co-ordinator is primarily responsible for delivering the marketing components linked to Engineers Australia's corporate partnerships portfolio.

This position will carry out marketing activities to drive event attendance and raise market awareness. The position is also responsible for implementing the relevant marketing benefits linked to corporate partnership agreements.

You will be required to work collaboratively with the Commercial Marketing Manager, campaign team, corporate partnerships team, and a range of internal and external stakeholders to deliver on the relevant activities.

7. DUTIES

- Prepare engaging marketing material across both print and digital mediums for the portfolio on a regular basis
- Gather and edit copy from stakeholders, as well as produce copy for all marketing material relevant to the portfolio
- Track partnership activities on a regular basis
- Deliver all marketing related benefits as per corporate partnership agreements
- Ensure corporate partnership seminars are effectively and consistently communicated to external audiences
- Work collaboratively with internal stakeholders to deliver on briefed objectives
- Track, measure and report back on success of marketing activities to key stakeholders and clients
- Liaise with corporate partners on marketing related activities
- Work with external consultants and suppliers as required
- Other marketing and additional duties as required

8. 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

9. COMMUNICATION AND RELATIONSHIPS

Internal

- National Marketing Manager
- Commercial Marketing Manager
- Marketing team
- Corporate Partnerships Team
- National Events Team
- Business Development Team
- Office Bearers
- Committees
- International Team
- Commercial Team

External

- Engineers Australia members
- Partners/Clients
- Other professional bodies
- Industry leaders
- Agencies
- Media providers

10. EXPECTED BEHAVIOURS

Stakeholder Focus	<ul style="list-style-type: none">• Provides timely advice and solutions that reflect an understanding of internal and external stakeholder needs.• Actively supports team members to satisfy internal and external stakeholders.
Change Agent	<ul style="list-style-type: none">• Constructively challenges issues. Offers alternative solutions that contribute new and better ways of operating.• Assesses impact of change and encourages cooperation in coping with change.
Effective Collaborator	<ul style="list-style-type: none">• Demonstrates active listening skills to ensure accurate understanding of stakeholder needs.• Responsive to and tailor's communication to ensure it is appropriate for target audience.
Delivers Excellence	<ul style="list-style-type: none">• Is accountable for tasks assigned. Is able to manage multiple priorities, timeframes.• Draws on the information from a number of sources, uses experience and judgement to analyse what information is important.

11. SELECTION CRITERIA

- Experience using CRM and bulk email service providers
- Experience in developing and implementing cross channel marketing activities
- Intermediate skills in Adobe Creative Suite and MS Suite applications
- Professional experience in marketing/communications
- Demonstrated ability to achieve KPI's and marketing objectives
- Ability to multi-task and work to tight deadlines
- High level of attention to detail
- 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
- Relevant tertiary qualifications
- Salesforce Marketing Cloud and social media experience (desired but not essential).