

Position description

POSITION TITLE:	Marketing Campaign Officer – Membership Growth
WORK UNIT:	Marketing
RESPONSIBLE TO:	Marketing Manager, Customer Engagement and Growth
LOCATION:	Canberra, Sydney or Melbourne
PURPOSE:	<p>The Marketing Campaign Officer is primarily responsible for strategy and implementation of the marketing and communications of events, products and services for Engineers Australia’s student and graduate members. This role will also be responsible for the yearly membership renewals messaging for student and graduates and work with the Marketing Manager of Member products and Services to roll this out.</p> <p>This role has been created to support the delivery of campaigns, events and membership programs ensuring we are communicating effectively with our stakeholders and are supporting our team members and teams across the entire EA business to deliver on our strategic priorities.</p> <p>This role is suitable for someone who has excellent time management skills, an understanding of communications principles (particularly digital) shows initiative, can communicate effectively at multiple levels, has a keen eye for detail and wants and grow and develop their career within a high performing team.</p>

Duties

Duties include (but are not limited to):

- Develop marketing and communications plans in collaboration with the Membership Growth team, to drive engagement and awareness of products and services including Mentor match, webinars, events, Jobs Board, podcasts, videos and other retention activities,
- Work with Acquisition Campaign Marketing Manager to drive value proposition for Graduate campaign activity to drive membership growth,
- Collaborate with key internal stakeholders to source regular and engaging digital content for distribution through owned channels,
- Write and create regular EDMs using Salesforce Marketing Cloud, Content Builder,
- Track, measure and report back on success of campaigns and marketing activity to key stakeholders.
- Ensure the benefits of membership related products and services are effectively and consistently communicated to external audiences
- Maintain the Young Engineers Australia website through the content management system,
- Membership communications and inbox management for our Mentoring Program, Jobs Board and Careers information.
- General marketing and communications administration including meeting organisation, project plan development, invoice payments etc
- Support both the Manager, Products and Projects and Manager, Partnerships and Programs with the development of new products and services in the Membership Growth portfolio,
- Support the Manager, Products and Projects in delivery of content and communications
- Support Membership Growth Engagement Managers with marketing related activities and collateral,

- Equip key stakeholders with the necessary tools and resources for each event, campaign or activity,
- Work with external consultants and suppliers as required,
- And other duties as required.



Work health & safety (WHS) obligations

As an employee of 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; and
- Familiarise the broad meaning of 'workplace' in health and safety legislation and Engineers Australia WHS policies and procedures.

Communication and relationships

- National Manager, Membership Growth
- Manager, Products and Projects
- Marketing Manager, Customer Engagement and Growth
- Marketing Manager, Acquisition Campaigns
- Creative Services and Brand Manager
- Manager, Partnerships and Programs
- Membership Growth Relationship Management Team
- Divisional General Managers and Group Engagement Officers
- National Marketing Team
- Creative Services Team
- Member Services
- Engineering Education Australia (EEA)
- Professional Development Team
- Chairs and Members of the National and State YEA Committees
- Engineers Australia Members
- Key stakeholders, partners and industry contacts

Diversity and Inclusion at Engineers Australia

Engineers Australia is an equal opportunity employer and we embrace diversity. We are committed to building a team that represents a variety of backgrounds, perspectives, and skills. In turn are committed to creating a safe inclusive environment for all employees.

Should you need any reasonable adjustments during this recruitment process please email:

HR@engineersaustralia.org.au.

Selection criteria

- Outstanding verbal and written communications skills;
- Impeccable attention to detail and time management skills;
- Professional experience in marketing/communications;
- The ability to take the initiative and successfully collaborate with others;
- Driven, ambitious and has a self-starter attitude
- Customer service skills and effectiveness and developing productive relationships;
- Experience in event organisation and communications preferred;
- Comfortable working with stakeholders, both internal and external, at all levels of the business

- Ability to think creatively and bring innovative solutions to marketing challenges
- Relevant tertiary qualifications
- Salesforce Marketing Cloud experience desired
- Intermediate skills in Adobe Creative Suite and MS Suite applications
- Capability to work with a range of IT systems, including Salesforce CRM, Cvent, and video conferencing.
- Previous experience with website management platforms including Wordpress and Drupal
- Demonstrated capability to manage multiple tasks and work independently.



ENGINEERS AUSTRALIA ORGANISATIONAL VALUES



FOCUS ON CUSTOMERS

We are committed to delivering exceptional products, services and experiences for our members and customers.

We do this by:

- caring about our members and customers, listening to them and seeking to understand their needs
- helping our customers achieve their goals
- providing service excellence
- using our member's funds prudently and in a sustainable way

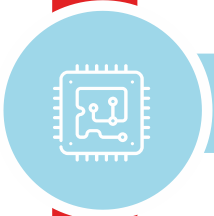


ACHIEVE TOGETHER

We are at our best when we collaborate and use our collective expertise.

We do this by:

- working inclusively as 'One Team' to create a positive and enthusiastic culture
- valuing everyone's contribution, respecting the uniqueness of individuals
- sharing information and ideas openly and broadly
- encouraging and supporting others to do their best



EMBRACE PROGRESS

We actively seek out ways to improve through adopting ideas from our colleagues, customers and the world around us.

We do this by:

- staying informed in our ever changing world
- being agile and adopting new and simpler ways of working
- actively coaching, mentoring and encouraging creative thinking
- accepting mistakes can happen and learning from them



ACT WITH INTEGRITY

We earn trust by being authentic and accountable.

We do this by:

- doing the right thing, even when it is not easy
- giving and expecting our best, always
- keeping our promises, saying what we mean and doing as we say
- communicating openly, honestly and respectfully, being mindful of impact