

Position Description

Role Details

Role:	Marketing & Engagement Specialist
Reporting To:	Senior Manager Media and Communications
Location:	Surry Hills, Sydney (this is an office-based role) Flexible working conditions can be negotiated.
Direct Reports:	None
Status:	Permanent full time (35 hours/week) subject to ongoing funding.
Award Classification:	Level 6.1 Social, Community, Home Care & Disability Services Award 2010

Role Purpose

The Marketing and Engagement Specialist is responsible for:

- Promoting PWDA's services and membership in line with PWDA's strategic plan with the goal to drive membership, client base and awareness across PWDA services and service regions.
- Ownership of the PWDA membership experience, ensuring optimal engagement across member onboarding and retention.
- Proactively developing and delivering an annual membership engagement calendar including but not limited to regular multiple online and in-person forums, events and activities for PWDA members and stakeholders in line with operational KPIs and strategic planning
- Lead in the delivery of all internal and external events.
- Development, implementation and execution of a strategic marketing plan that aligns with PWDA's vision, mission and values.
- Identifying and developing partnerships that advance PWDA's impact and promote PWDA's membership and services.

Success measures will include:

- Membership growth and engagement
- Delivery of membership engagement strategy
- Implementation and delivery of events calendar (internal and external)
- Implementation of strategic marketing plan

Responsibilities & Main Duties

Membership Engagement and Event Management

- Development and implementation of a membership engagement strategy that aligns with PWDA's vision, mission and values, ensuring it aligns with PWDA's strategy, operational and other existing plans.
- Promoting PWDA's services and membership in line with PWDA's strategic plan with the goal to drive membership, client base and awareness across PWDA services and service regions.

- All aspects of the members' experience including regularly reviewing and improve onboarding journey of new members through customer journey mapping-, identifying and implementing key improvements.
- Develop and deliver acquisition and retention strategies that drive membership and improve engagement.
- Lead in the development of an external events calendar that supports PWDA in the promotion of membership and services across service regions.
- Lead in the delivery of membership engagement calendar of events that support members in engaging with PWDA, its services and people.
- Report on the success of membership engagement activities in line with reporting requirements, including ROI and other metrics.
- Lead in the development of an internal events calendar that supports workforce engagement and fosters a positive culture.
- Responsible for all aspects of member communications leading the production and distribution of membership communications across all channels (digital and non-digital).
- Remain current with new technologies and make recommendations on technology enhancements, as appropriate, to ensure PWDA's members experience remains contemporary and accessible.
- Responsible for maintaining strong working relationships with key stakeholders and remaining responsive to their needs.
- Remain a key resource for the membership engagement board advisory.
- Provide regular membership reporting and analysis on programs and initiatives as required.
- Provide regular reporting on events, including ROI and other metrics.
- Promote PWDA through attendance at industry events, meetings with potential partners and other opportunities.

Marketing

- Development and implementation of a strategic marketing plan that aligns with PWDA's vision, mission and values ensuring it aligns with PWDA's strategy, operational and other existing plans.
- Lead in the delivery of the strategic marketing plan to promote PWDA membership and services across service regions.
- In collaboration with Senior Manager Media and Communications deliver targeted fundraising initiatives and provide input regarding new opportunities for donor growth and engagement.
- Monitor and evaluate the success of marketing activities and make recommendations for improvements.
- Report on the success of marketing and promotional campaigns in line with reporting requirements, including ROI and other metrics.

Communications

- Responsible for developing communications plans for specific projects.

- Responsible for editorial input to PWDA communications and for developing copy across a range of print and digital formats including reports, booklets, brochures, newsletters, surveys, websites, and social media.
- Remain responsive to the needs of internal stakeholders and assist in the production, design and distribution of promotional collateral and merchandise (digital and non-digital) as well as the production and distribution of PWDA publications including, newsletters, policy guides, recruitment and employee literature, presentations and booklets as required.
- Regularly reviewing all external facing PWDA publications to ensure they remain current.
- Responsible for maintaining strong working relationships with external stakeholders while ensuring effective management.
- Support the activities of the wider Communications Team as required including PWDA website management and content production, media releases, supporting with administrative and / or technical, the delivery of the annual report, and production of digital communications across all channels.
- Assist as requested with grant applications, submissions and acquittals of selected grants in partnership with relevant internal stakeholders, as part of the communications team.
- Support the Senior Manager Media and Communications with the development of budget, advising on budgets in relation to membership and marketing activities.

Teamwork and Organisational Participation

- Role model key organisational values and behaviours.
- Understand WH&S obligations and contribute to workplace health and safety.
- Remain current with, and adhere to, all relevant policies and procedures.
- Work collaboratively within and across teams.
- Contribute to culture of continuous quality improvement and its integration within organisational processes.
- Contribute to a culture of proactive positive feedback across the organisation.
- Regularly review all communication team training materials and maintain current assets.
- Participate in organisational activities such as staff meetings, team meetings, planning meetings and organisational development activities such as strategic planning and policy development.
- Participate in relevant professional development activities including training.
- Represent the organisation at sector meetings as required, at appropriate functions and events, and act as a membership ambassador.
- Undertake other duties as directed and required by the organisation within the scope of this role.

Selection Criteria

Essential

- Minimum 3 years of experience in a similar role, preferably in a disability or not-for-profit organisation.
- Demonstrated membership development capacity along with diplomatic and effective collaborative negotiation skills with external and internal stakeholders.

- Experience in developing and delivering events and community engagement activities.
- Strong and demonstrated understanding of and experience with CRM databases.
- Demonstrated experience improving customer experience through customer journey mapping.
- Demonstrated experience driving growth through the implementation of targeted marketing campaigns.
- Demonstrated excellent communication (verbal and written), interpersonal and organisational skills, with the ability to build strong relationships both internally and externally.
- High attention to detail with a demonstrated ability to edit and proofread documents, publications, and communications (online and print) and sound knowledge of the Microsoft Suite.
- Excellent organisation and time management skills with demonstrated capacity to set and achieve priorities and monitor workflow to meet objectives, manage timeframes, deadlines and competing priorities.
- Demonstrated understanding of development and implementation of communication plans and strategy.
- Demonstrated experience in copywriting for a range of communication purposes.
- Strong ethos of continuous improvement, a proven capacity to work from an enthusiastic and positive solutions-based perspective, with passion and determination to play a key role in delivering the vision and objectives of the organisation.
- Willingness to travel and work after hours and on weekends.

Desirable

- Understanding of how to produce accessible digital content (or proven capacity to learn quickly).
- Understanding and commitment to the rights and interests of people with disability.
- Personal or family experience of disability.
- Experience using marketing automation software, e.g. ClickDimensions, HubSpot.

Other Job Requirements

Note: the following checks are mandatory and must be provided by the successful candidate before a letter of offer can be made.

- *Working with Children Check*

PWDA is a registered employer under the Child Protection (Working with Children) Act, 2012. The successful applicant must be approved under the Working with Children Check prior to taking up appointment.

- *National Police Record*

PWDA receives funding from multiple Government Agencies who require staff to be checked. The successful applicant must satisfy these requirements prior to taking up appointment.

- Australian Government Covid 19 Vaccination Certificate and adherence to the PWDA Covid Vaccination Policy.
- Six-month probationary period.

What we can offer you

- An active role in our high-performing communications team as the voice of 4.4 million Australians with disability.
- A generous Enterprise Benefits Agreement (EBA) with substantial leave provisions and above award rates.
- Generous not-for-profit salary packaging benefits.
- Sydney city office located within walking distance of train, bus and light rail public transport.
- Meaningful, rewarding work within a collaborative team environment that values diversity, especially lived experience of disability.
- An organisational environment that encourages and values a solutions-based approach and culture.
- Additional paid leave during the Christmas and New Year period.
- Employee Assistance Program.

PWDA reserves the right to alter this position description from time to time in accordance with the needs of the organisation