

Position Description

Position title: Marketing and Membership Coordinator

Type: Full time (0.8 may be negotiable)

Location: Launceston, unless otherwise negotiated

Salary: \$79,000 plus allowances and super

About Tasmanian Leaders

Tasmanian Leaders is Tasmania's premier leadership development organisation. Our overarching purpose is to cultivate purposeful and inclusive leadership that contributes to the enhancement of our economic, social, and environmental well-being. We believe that effective leadership is a catalyst for positive change, and we are committed to inspiring individuals to make a meaningful impact within and across their personal and professional roles.

Tasmanian Leaders operates as a not-for-profit incorporated association, overseen by an expert Board and managed by a team of highly experienced professionals. Our organisation thrives on the support of dedicated volunteers who share our passion for a better future for all Tasmanian's.

Position overview

The Marketing and Membership Coordinator will have two focus areas – marketing of the organisation and its offerings and increasing alumni membership.

This role will coordinate the design, delivery and evaluation of a host of high-quality and engaging marketing strategies for our programs, activities and events. The position holder will elevate the profile of Tasmanian Leaders, the associated programs and events securing new audiences and facilitate the overall growth of the organisation. This role will build connections with multiple stakeholders while nurturing established relationships.

Key responsibilities

- Create, coordinate, and deliver a cross platform marketing and communications strategy to raise organisational awareness; and monitor effectiveness.
- Create coordinate and execute communications and marketing material in line with the Marketing and Communications Strategy.
- Develop a consistent high standard of accurate and engaging content, including media releases, program and event promotions, public statements, and other key messages.
- Develop, monitor, and evaluate member communication, including coordinating and developing content for newsletters, survey's, event invites and other materials.
- Assist in managing Tasmanian Leaders database of members, media, and broader stakeholders through an integrated contacts management system.
- Maintain and develop templates and contact lists for our electronic communications.
- Website management and maintenance for Tasmanian Leaders website and online material, including preparing copy, establishing events, uploading reports, and posting to social media.

Skills and competencies

- Tertiary or vocational qualifications in media, journalism, communications, marketing or public relations.
- Ability to be flexible, agile, and proactive, to the changing needs of the organisation and within tight timeframes.
- Experience in developing clear and engaging content for publications such as newsletters, surveys, information packs, flyers and power point presentations.
- Ability to establish and maintain positive and constructive relationships and experience working with varied stakeholders.
- Strong writing skills including a proven ability to write media releases and content for online/social media channels, website, and printed resources.
- Demonstrated experience with content management systems in the delivery and maintenance of website, e-newsletters, social media and databases.
- Demonstrated experience in managing websites including monitoring performance, trends and reporting using web analytics tools and a good knowledge of principles of search engine optimisation.
- Strong planning, organising, time management and problem-solving skills.
- High level of computer literacy including Microsoft Office software, experience with Salesforce would be an advantage but training can be provided.
- Graphic design experience not essential, although useful.

Benefits

- \$79,000 plus allowances and super or negotiable depending on skills and qualifications.
- Opportunities for growth and career advancement
- Supportive and inclusive work environment
- Training and development opportunities

Contact and closing date for applications

For further information or a confidential chat please contact our Business Manager, Simone Hackett, on 0400 830 395.

Interested candidates are invited to submit their resume and a cover letter outlining their experience and / or qualifications for the position of Marketing and Membership Coordinator to simone.hackett@tasmanianleaders.org.au.

Please include 'Marketing and Membership Coordinator' in the subject line.

Closing date for applications is **5.00 pm Monday 21 November 2023**.

Join our team and make an impact to Tasmania's economic, social and environmental well-being.