

Role Description

About AASW

The Australian Association of Social Workers (AASW) is the professional representative body of social workers in Australia, with approximately 12,000 members. We set the benchmarks for professional education and practice in social work and have a strong voice on matters of social justice, human rights and issues that impact upon the quality of life of all Australians.

Role details

Role title	Marketing and Communications Manager
Reports to	Chief Executive Officer
Direct reports	Publication and Communication Team
Remuneration	By negotiation (reference internal remuneration guide)
Hours of work	Part time (0.6 FTE)
Tenure	On-going
Date	February 2020

Role purpose

The Marketing and Communications Manager has strategic and operational responsibility for the development and implementation of the AASW's marketing and communications strategy to ensure the Association's profile and reputation are enhanced, promoted and protected in line with the Association's strategic priorities. This strategically focused role is responsible for leading the development and delivery of AASW's Publications, Communications and Marketing functions, ensuring the AASW's communications through the various channels are engaging and effective with measurable returns.

You will be responsible for:

- developing and implementing the Marketing and Communication Strategy including digital and social media,
- leading the Marketing and Communication Team ensuring the team delivers the AASW's Strategy effectively and efficiently,
- optimizing the commercial return of publications, events and activities,
- leading the production of content for use in campaigns and marketing,
- web content, creation and management,
- managing and reporting against relevant budgets,
- working across the Association to identify and execute customer/member focused opportunities,
- ensuring all marketing and communication opportunities are realised across the Association,
- supporting the implementation of the AASW Strategic Plan in conjunction with the CEO and Senior Managers, and
- leading other strategic initiatives/projects identified by the CEO.

Our Values

AASW staff are required to operate in accordance with the Staff Agreed Values and Behaviors

- Respect, Collaboration, Integrity, Accountability and Responsiveness

Key Areas of Accountability

Strategic alignment of service-delivery structures, policies, systems and processes

Ensure all areas of service delivery is in alignment with AASW's strategic objectives including:

- reviewing and aligning functional structures, processes and practices to reflect a customer-centred,
- approach to service delivery, ensuring the most effective use of available resources/capabilities,
- leading the review and development of policies and procedures governing publications, communications and marketing processes,
- ensuring all functional/service delivery processes are fully documented and reviewed on a cyclical basis as part of the process of continuous review and improvement, and
- the development and implementation of systems and processes which support information/data capture, analysis and reporting activities across the team.

Publications

To manage the production and distribution of AASW publications ensuring production and distribution is in accordance with contractual obligations, commercial goals and agreed protocols, in addition managing and overseeing:

- content development and optimizing commercial returns,
- regular reviews and evaluation of impact, circulation and implementing continuous quality improvements,
- effective commercial stakeholder relationships, and
- the support and guidance to the Editorial Board and other external relevant stakeholders.

Communication and Marketing

Communication

To develop and implement the AASW Marketing and Communication Strategy and coordinate implementation across all relevant areas of the Association, in addition:

- measurably grow the profile of the AASW as the leading commentator for the social work profession and relevant issues,
- generate, direct, and manage responses to, all media inquiries,
- oversee the production of extensive written materials including media releases, brochures, ads, member communications, reports and speeches,
- manage the Association and CEO social media accounts and content development,
- design and implement communications, content and publicity strategies that drive increased brand engagement with new and existing audiences and customer groups,
- effectively pitch, promote and publicise the Association to gain impactful media coverage,
- guide and guard brand to ensure that Association is positioned as a unique and leading social work voice, and
- campaign management, often coordinating multiple campaigns at once.

Marketing

Coordination of advertising, search engine marketing, search engine optimisation activities, campaigns, social media, web, production services and related marketing functions, including:

- website maintenance, updates & development,
- content planning & implementation across the website, social media & eDMs,
- manage production and distribution of all marketing collateral including print, online and promotional material,
- manage end to end marketing projects,
- managing digital marketing budget,
- reviews being undertaken of affiliate marketing opportunities,
- the project management of all marketing initiatives, including development of comprehensive marketing calendar,
- the development of events and conference content production,
- manage the creation & collaboration of content for web pages, blogs, social media, monthly newsletters, case studies and various other advertising forms ensuring client engagement with quality and innovative content, and
- presenting ideas and information that supports key branding and reputation priorities.

Digital and Social Media

Develop and implement a Digital and Social Media Strategy that ensures the AASW is visible and influential and our voice and messages have impact and are effective, in addition:

- lead social media growth,
- develop a social media strategy that influences supportive commentary within the social sphere and membership,
- overseeing AASW social media accounts and Optimise web communications,
- analysing and actioning Search Engine Optimisation and Search Engine Marketing opportunities,
- social media management including scheduling, engagement & advertising, and
- reporting on digital performance against agreed KPI's.

Team Leadership

Provide strategic and operational leadership to the Publications and Communication Team, in addition:

- role model profession behaviours that reflect AASW staff values and behaviours,
- lead, motivate and coach team members to apply, share and continually develop their knowledge, skills and expertise to achieve effective service delivery, and
- monitor and manage individual and team performance, providing regular feedback and guidance as part of AASW's performance review and development process.

Stakeholder Engagement

Stakeholder engagement, both internal with various senior members of the Association and external with partners and media, graphic designers and advertising and creative agencies to coordinate communication and marketing plans for various campaigns, in addition:

- provide support and guidance to the Editorial Board,
- identify and develop stakeholder networks supporting AASW messaging across the membership, and
- review and evaluate external AASW messaging improving profile and branch awareness.

Other			
Support the AASW's Reconciliation Action Plan (RAP) implementing strategies set out in the RAP as they relate to key accountabilities, and as directed by the CEO.			
Key compliance Requirements			
<p>All AASW employees are required</p> <ul style="list-style-type: none"> - Comply with all AASW policies, procedures and code of conduct. - Cooperate in accordance with relevant statutory and regulatory compliance obligations including: Work Health & Safety, Privacy, Finance Management, Record Keeping and Equal Opportunity in employment and service delivery. - Participate in relevant training and awareness programs relating to compliance obligations and areas of accountability. <p>Note: A police check and other probity checks may be required as part of the selection and appointment process.</p>			
Key Selection Criteria			
<p>Essential</p> <ul style="list-style-type: none"> • Tertiary qualification in Communications, Journalism, Marketing or Media or another relevant field • 4+ years E-Commerce / Digital Marketing Experience with demonstrated experience of digital communications technologies • Understanding of search engine optimisation principles and proven digital media and marketing automation skills • Experienced people manager and leader with demonstrated capabilities of managing for effective performance outcomes including team capability and capacity building and managing employee engagement • Highly organised with exceptional attention to detail, and the ability to prioritise tasks, monitor budgets, work autonomously and as part of a team • Demonstrated ability to develop and execute marketing, communications and social media plans and deliver results • Outstanding writing and editing skills and demonstrated experience in implementing effective communications and content plans • Demonstrated skills in crafting persuasive and engaging content for a variety of audiences and channels • Sound knowledge of media and materials production, and communication and amplification techniques, including experience in producing email marketing campaigns • Strong stakeholder relationship management skills • Advanced skills in Microsoft Word, MS TEAMS, Google Analytics, Salesforce, Canva, Hootsuite and Campaign Monitor • Business analytical skills, managing budgets and general business acumen <p>Desirable</p> <ul style="list-style-type: none"> • MBA or advanced degree in Communications, Marketing or related field • Excellent network of influential media contacts at local and national level • Balance of technical and creative experience UX & journey mapping experience highly regarded, • Relevant experience in a similar role • Proven experience in project management including briefing, reporting, interpersonal skills & time management • Extensive list of media contacts • Experience of reporting to and advising volunteer Boards/Steering Committees/Expert Panels 			
Approved by			
Chief Executive Officer:	Cindy Smith	Signature:	February 2020
Accepted by			

Employee Name		Signature	Date:
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