

## POSITION DESCRIPTION

|   |   |                    |                         |
|---|---|--------------------|-------------------------|
| <b>Job Title:</b>   | Marketing and Member Engagement Officer | <b>Reports To:</b> | Chief Executive Officer |
| <b>Organisation Background:</b>   |   |                    |                         |
| <p>Advance Cairns is the peak Regional Advocacy and Economic Development Organisation for Tropical North Queensland. Advance Cairns provides leadership, advocacy and economic development and actively supports the development of business to improve the lives of people living in the region.</p> <p>Advance Cairns is funded by almost 100 of the region's largest and most influential businesses and organisations.</p> <p><i>Connect, Influence &amp; Prosper</i> are the cornerstones of membership involvement at Advance Cairns. Members <i>connect</i> with peers to build business networks, they have the opportunity to <i>influence</i> regional advocacy priorities and they are pivotal in the region's pathway to <i>prosperity</i>.</p> <p>Members consist of organisations aiming to make a positive contribution to the long-term development and progress of the region.</p> <p><b><u>Our Vision</u></b></p> <p>A self-sustaining, resilient and prosperous Tropical North Queensland community.</p>   |   |                    |                         |
| <b>Job Purpose:</b>   |   |                    |                         |
| <ul style="list-style-type: none"> <li>▪ The newly created Member Engagement and Marketing Officer role plays a fundamental part in membership acquisition and retention. You will be responsible for sourcing new membership opportunities through regular meetings with existing and potential members, attending member events and liaising with key stakeholders in addition to ensuring continued engagement with already existing members.</li> </ul>   |   |                    |                         |
| <b>Specific Responsibilities:</b>   |   |                    |                         |
| <ul style="list-style-type: none"> <li>▪ Developing an annual membership marketing, engagement and communications plan, as well as policies, protocols and procedures with supporting communication tools including both written and web-based media to raise the profile of the organisation, increase member acquisition and retention.</li> <li>▪ Generating a range of content for the Advance Cairns website, annual review, newsletters, event invitations, media releases and social media content including high quality written content for marketing material.</li> <li>▪ Coordinating regular member engagement events – information sessions, forums, meetings and the like.</li> <li>▪ Providing input into to monthly newsletters including contributing articles and undertaking interviews.</li> <li>▪ Researching member opportunities – identifying key players, reporting on business development opportunities, monitoring leads and building member prospect lists.</li> <li>▪ Assisting with member queries (including accounts), understanding member needs and articulating the benefits of membership.</li> <li>▪ Ongoing review of the AC membership profile including span of industry representation, member retention history and member feedback through periodic surveys.</li> </ul> |   |                    |                         |

**Skills & Experience:**

- Exemplary interpersonal and communications skills with the ability to develop and maintain conducive relationships with all internal and external stakeholders.
- Present a professional and corporate image of Advance Cairns to members, customers/clients, stakeholders and staff.
- Customer service & stakeholder engagement expertise.
- Displays initiative, flexibility and professionalism with strong administration skills.
- Talent and passion for the written word.
- Demonstrated ability to manage multiple communications initiatives.
- Ability to work collaboratively in a small team and meet deadlines in a fast-paced environment.
- Ability to set high standards for own performance and behaviour.
- Ability to handle sensitive and confidential information appropriately.
- Familiar with MailChimp or a similar marketing automated platform and email marketing service.

**Qualifications:**

A formal qualification is not required; however, it is desirable that the successful applicant possess the following:

- Advanced computer literacy (Microsoft Office, Outlook, Word, Excel and Power Point)
  - Experience working in a marketing and communications position.
  - Drivers licence.
-