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| **POSITION TITLE:** | Marketing Campaign Officer, Commercial Partnerships |
| **WORK UNIT:** | Customer Growth & Engagement |
| **RESPONSIBLE TO:** | Jacki Reid |
| **LOCATION:** | Melbourne |
| **PURPOSE:** | The ***Marketing Campaign Officer, Commercial Partnerships*** is primarily responsible for the marketing of Engineers Australia’s commercial partnerships and is integral to ensuring that partner campaigns add value to our members and the engineering profession, while achieving business objectives and outcomes.  The ***Marketing Campaign Officer*** will be required to work collaboratively with the Marketing Manager and members of the Business Growth team to formulate and deliver on marketing plans for partnership agreements and initiatives. The ***Marketing Campaign Officer*** will also be required to work cross functionally with a range of internal and external stakeholders to drive the delivery of effective campaigns and ensure brand integrity is maintained and defined marketing objectives for each campaign are met.  It is also the responsibility of all EA Marketing team members to be stewards of the EA Masterbrand. Ensuring the EA brand is developed, protected, and nurtured across all internal and external communications, touchpoints, and experiences always. |

## Duties:

Marketing Campaign Officer:

* Provide strategic marketing advice to stakeholders and partners, supporting them to achieve profitable, mutually beneficial outcomes that matter to EA’s membership
* Develop and execute cross-channel marketing campaigns for EA Industry Partners Thought Leaders Series, Member Rewards Program, EngInsure Product and other partner initiatives as required
* Build engaging and effective emails and web content, in addition to compelling social media copy
* Identify feasible and viable new partner initiatives to delight members and drive value for our partners
* Support timely development and review of partnership proposals
* Develop, maintain and manage partner assets
* Ensure the benefits of membership related products are effectively and consistently communicated to external target audiences
* Work collaboratively with internal stakeholders to deliver against objectives
* Act as a brand custodian ensuring brand guidelines are adhered to and channel strategies applied
* Analyse results and seek to optimise future activity based on key learnings
* Drive creative ideas and outside the box thinking within the marketing team
* Drive process improvement
* Attend partner pitches and presentations as required.
* Be commercially aware
* Other marketing duties as required

**Administration:**

* Maintain process documents
* Regularly track and report back on success of marketing activity and campaigns to key stakeholders, with a plan to improve YoY or MoM
* Attend all necessary Marketing team meetings and cross-functional team meetings

## Selection Criteria:

* Degree in Marketing or Communications equivalent or experience in Digital Marketing and Communications role equivalent to 5+ years
* Experience developing partner marketing strategies and a demonstrated ability to drive through to delivery
* Experience creating and executing marketing plans
* Experience segmenting and building lists in Salesforce marketing cloud
* Strong understanding of email marketing best practice and experience building effective email campaigns and journeys that have driven results
* Experience writing compelling copy for digital media
* Experience and high-level competence in copywriting
* Experienced and comfortable working with stakeholders, internal and external, at all levels of business
* Strong understanding of social media platforms and paid social campaigns
* Excellent interpersonal, written, and oral communication skills
* Ability to think creatively and bring innovative solutions to marketing challenges
* Ability to juggle multiple priorities and short deadlines

