

Position Description: NSW Digital Marketer

Position:	NSW/ACT Digital Marketer
Business Unit & Location:	NSW Commercial Team; Sydney Office
Reports To:	NSW/ACT Commercial Director
Direct Reports:	None

Position Purpose:	<p>To create marketing and promotional tools in relation to events, membership and sponsorship in the NSW and ACT Divisions.</p> <p>To create and effectively manage marketing and email campaigns that optimise member engagement.</p> <p>Manage other special projects as required.</p> <p>Manage marketing and campaign systems for the NSW and ACT Divisions including HubSpot.</p>
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Scope	
Key Internal Relationships:	NSW/ACT Executive Director NSW/ACT Deputy Executive Director NSW/ACT Commercial Director ACT Commercial Manager NSW Events Manager National Membership Managers NSW Events Coordinators NSW Commercial Assistant
Key External Relationships:	Members Sponsors External suppliers including printers, designers, marketing vendors etc.

Key Accountabilities		
Key Responsibilities	Key Tasks	Measure of Success
Marketing and communications	Manage marketing systems and distribution lists on behalf of the NSW and ACT Divisions through Property Council systems and tools such as HubSpot. Create marketing and promotional tools including email campaigns, online advertisements, social media, email footers, HTML, newsletters and event flyers etc.	Accuracy and quality of marketing collateral. Timely production of marketing collateral. Stakeholders expectations managed well and positive feedback received. Quality of communication campaigns and strategies.

Key Accountabilities

Key Responsibilities	Key Tasks	Measure of Success
	<p>Ensure all material produced is consistent and aligned with the Property Council’s branding guidelines.</p> <p>In consultation with the NSW/ACT Commercial Director and NSW and ACT Executive Directors create and implement a dynamic communication plan for the NSW and ACT divisions.</p> <p>Proactively initiate and deliver innovative communication campaigns that will enhance our marketing efforts.</p> <p>Proof and edit marketing and copy write materials.</p> <p>Manage graphic design calendar and set stakeholder expectations in relations to timeframe.</p> <p>Manage social media and enhance the Property Council’s key messages.</p> <p>Manage video content production and ensure the most relevant content is uploaded and available for member access.</p> <p>Develop and deliver eDM strategies that provide quality and targeted communications to target audience iMIS.</p> <p>Keep updated with the latest digital/social/mobile/eDM trends and technology to ensure the Property Council delivers best practice marketing.</p> <p>Maintain a current database of marketing collateral.</p> <p>Design and deliver the NSW monthly newsletter in conjunction with the Policy and Communications Manager.</p>	<p>Quality of digital innovations and best practice.</p> <p>Database kept up to date.</p>
Reporting and recommendations	<p>Analyse and report email marketing performance and recommend and implement improvements to further enhance reach to members.</p> <p>Provide regular reporting and recommendations to enhance the reach and enhance effectiveness of social media and marketing campaigns.</p> <p>Proactively initiate the introduction of new programs and ways of reaching members.</p>	<p>Quality of reporting analyses.</p> <p>Timely delivery of reports.</p> <p>Quality of recommendations.</p>
Stakeholder management	<p>Source, negotiate and work with external suppliers including printers and designers.</p> <p>Serve as the point of contact with vendors for all marketing efforts including paid online</p>	<p>Proven cost reductions with external suppliers.</p>

Key Accountabilities

Key Responsibilities	Key Tasks	Measure of Success
	<p>media, search engine marketing, interactive marketing etc.</p> <p>Liaise with sponsors to obtain appropriate logo file types used in signage, print, presentations etc.</p> <p>Liaise with commercial staff to ensure correct usage of sponsor logo in print material, website, email etc.</p> <p>Coordinate sponsor inserts in NSW mailings where necessary.</p>	Positive feedback from internal and external stakeholders.
Team management	<p>Manage commercial interns, where appropriate, to maximise their impact across the commercial team.</p> <p>Contribute positively to the management of the NSW and ACT Commercial teams</p>	

Person Specification

Experience & Skills	<p>Demonstrated experience working in digital marketing and graphic design in a corporate environment.</p> <p>Ability to be innovative and kept updated of new digital marketing trends.</p> <p>Ability to create to a brief and manage stakeholder expectations.</p> <p>Project management skills and ability to deliver on time and on budget.</p> <p>Excellent time management skills and able to meet deadlines.</p> <p>Able to manage multiple projects at any given point in time.</p> <p>Ability to successfully work and negotiate with suppliers.</p> <p>Excellent communication skills both written and verbal.</p> <p>Ability to manage interns on behalf of the commercial team.</p>
Knowledge	<p>Adobe Creative Suite, web content system, Google Analytics, CRM, email marketing platforms.</p> <p>Ability and knowledge working with databases.</p>
Education	Tertiary qualification in marketing
Physical & Environmental demands	Nil.