

POSITION DESCRIPTION

**ORGANISATION:** Institute of Public Administration Australia (NSW Division)

**POSITION:** Conference Marketing Manager

(until the end of October 2015)

**LOCATION:** IPAA NSW

Level 6, Bligh House, 4-6 Bligh Street, Sydney

**IMMEDIATE SUPERVISOR/**

**MANAGER:** IPAA NSW: Director, Communications and Digital

**FTE:** 2 days per week

**SALARY:** $75 000 and $85,000 pa. pro rata

(dependent on experience)

**INCUMBENT'S SIGNATURE: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**CHIEF EXECUTIVE OFFICER’S**

**SIGNATURE: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_PURPOSE OF THE POSITION**

The purpose of the Conference Marketing Manager is to work with the existing Marketing and Communications team to develop and implement marketing strategies to promote the IPAA 2015 National Conference. The position holder will craft and disseminate promotional messages to audiences throughout Australia through a range of channels with the aim of driving Conference registration. The Conference Marketing Manager will also provide general assistance to the IPAA NSW Marketing team in promoting other IPAA NSW events and activities as required.

**ORGANISATIONAL RELATIONSHIPS**

There are 9 full-time employees and 3 part-time employees working in the IPAA NSW office. The Conference Marketing Manager will work collaboratively with all staff across the organisation. All staff positions will ensure the smooth operation of the IPAA NSW office, working within a small team environment.

Positions reporting to the IPAA NSW Conference Marketing Manager:

* Nil

# Budget delegation:

# Nil – all quotes/invoices to be approved by Chief Executive Officer. The Marketing and Communications Manager has prepared and will manage budgets and cost centres for the project.

**ORGANISATIONAL CONTEXT**

The Institute of Public Administration Australia (IPAA) is the professional association for the public sector which aims to enhance the relevance, integrity, reputation and intellectual basis of the public sector and public administration.

**CONFERENCE CONTEXT**

The 2015 IPAA Conference will be held in Sydney on Wednesday 14th and Thursday 15th October 2015 at the Hilton. The theme for the Conference is Fed Up Federation Reform: Impacts and Opportunities.

The single most important reform to impact the Australian public sector will be the outcome from the current Reform of Federation. This White Paper has the potential to significantly change not only public sector activities, roles and responsibilities but also the way these services are delivered to Australian citizens.

The two day Conference program re-imagines how the public sector might look as a result of Federation reform and explores the skills those working in, and with the public sector, will need in this changing environment.

IPAA NSW is aiming for 600 Conference delegates as well as more than 1000 people watching via webstreaming. The target audience are those working in and with the public sector throughout Australia.

A marketing strategy has been devised and is being implemented by the Marketing and Communications team. As the Conference approaches, the team is seeking an experienced communications professional to offer support and take responsibility for crafting and delivering messages to audiences through a variety of channels.

**NATURE AND SCOPE OF POSITION**

# 1. Work Performed

The Conference Marketing Manager is responsible for creating and developing Conference marketing materials working with support from the Marketing and Communications team.

The Conference Marketing Manager will have well-honed marketing and traditional media skills, be able to draft exceptional copy as well as have extensive experience in identifying and developing unique messages to suit specific audiences.

Core areas of work for the position include:

**IPAA NSW marketing and external communications**

* Liaise with the Marketing and Communications Team to develop content and graphics for the IPAA Conference newsletters, EDMs and other marketing channels
* Implement and hone the Conference marketing plan with support from the Marketing and Communications team
* Draft communications for audiences across multiple channels
* Collate and distribute sponsor information for use in marketing materials
* Work with the Marketing and Communications team to create reports for sponsors highlighting the reach of their support across multiple channels

**Websites and social media**

* Proofread all material produced by IPAA NSW before it is distributed or uploaded on the website
* Produce original written content including media releases, interviews, speakers bios and social media posts
* Prepare and upload content to the Conference app and the Conference website

**KEY ACCOUNTABILITIES**

* Develop and distribute Conference marketing materials on behalf of IPAA NSW
* Produce accurate timely content for the IPAA NSW website in accordance with the needs of the Institute
* Produce media releases and other written content, as directed, to an exceptionally high standard
* Assist with the marketing of other IPAA NSW activities as directed.

**KNOWLEDGE, SKILLS AND EXPERIENCE REQUIRED**

* Tertiary qualifications in journalism, communications, marketing, public relations or a related discipline, or equivalent experience
* Exceptional attention to details including proven expertise in proof reading and copy editing
* Demonstrated experience in designing and implementing successful marketing campaigns using multiple online and offline channels
* Experience in the development and implementation of effective communication strategies including developing effective copy for advertising and communication materials such as media releases, corporate publications, newsletters and website content
* Strong approach to customer service and demonstrated ability in strong influencing, negotiation and time management skills
* Well-developed computer skills and demonstrated experience in using office software packages, MailChimp and web content management systems.
* Proven ability to develop strong working relationships with staff, suppliers and stakeholders while meeting competing deadlines