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Marketing & Engagement Officer

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The Australian Institute of Architects is the peak body for the architectural profession in Australia, representing more than 14,500 members across Australia and overseas. The Institute works to improve our built environment by promoting quality, responsible and sustainable design. When you join us, you'll be supported by a proactive leadership team and a wide network of great peers from around the country.

So why the Australian Institute of Architects?

As an organisation, we are committed to providing a healthy, flexible, rewarding and inclusive environment. Driven by our culture and values, and steeped in history, the Australian Institute of Architects has been supporting the profession of architecture since 1930 and is committed to enabling and driving change and innovation internally, and for our members. The successful candidate will be part of an altruistic and impactful community supported by inspiring leadership as well as a wider network of state-based peers.

Did we mention we support a Hybrid work model? **POSITION PURPOSE** The Marketing and Engagement Officer is an integral part of the Chapter team, contributing to the Institute's ongoing growth and supporting colleagues and providing a positive member experience, delivering a practical, relevant, and responsive service. Reporting to the Executive Director for Queensland, this role is responsible for the administration and evaluation of chapter programs and member activities including events held in the Queensland Chapter and the day-to-day member services in the Queensland chapter.

ACCOUNTABILITIES In accordance with Institute policies, procedure and guidelines and working in association with relevant staff, responsibilities may include:

Marketing and Engagement delivery In consultation with the Executive Director, support the Chapter with Marketing, Communications and Media to execute chapter marketing, branding, communication, social media, and media strategies throughout the Queensland Chapter.

Support the Executive Director to develop local agency and application for national marketing, communication, social media, and media strategies.

Be the primary contact for all matters related to media at the Queensland Chapter, leading media engagement on a local level.

Identify opportunities for the State President, Executive Director, and other key Chapter stakeholders to contribute to national and state/territory-based issues.

Build, maintain and manage relationships externally with key media outlets to support the Institute's coverage in a proactive manner.

In consultation with the Executive Director, develop and deliver engagement strategies aimed at retention and recruitment of new and retired members.

In consultation with the Executive Director, develop and deliver communication strategies for effectively capturing the needs of the Chapter members, and propose appropriate responses to these needs.

Develop and implement high quality social media communications for the Chapter channels in line with the Institute's social media strategies.

Manage the Chapter's social media channels. Populate and send EDMs.

Develop performance reporting of Chapter marketing, communications, and media efforts to ensure continued improvement and strategic program delivery.

Committee Support Provide committee support, establishing and facilitating programs of regular meetings.

Take minutes of meetings, write reports, letters and other documents where required.

Provide copies of minutes / agendas at meetings.

Follow up on actions and distribute minutes / relevant documents to committee members.

Member services Adopting a strong service mindset, provide accurate and timely advice and support, clearly articulating value, and benefits, ensuring members receive the maximum benefit from their membership with the Institute.

Act in a professional manner with an emphasis on customer service and member satisfaction, responding in an agile manner to member queries. Resolve escalated or Chapter-specific member queries in partnership with the national membership team.

General administration and finances Answering member queries via phone and mail.

Act as first point of call, via the telephone, mail and welcome visitors arriving onsite at the office.

Invoicing and recording payment of sales and dispatching goods.

Manage accounts processing, refunds, and accounts reconciliation.

Any other duties as reasonably required.

QUALIFICATIONS AND EXPERIENCE The Marketing and Engagement Officer - should have the following:

Demonstrated experience in customer service and client-facing roles, with a focus on administration, membership services and marketing support. Experience in finance administration, support, and reporting. Previous experience in iMIS would be highly regarded.

Special Instructions - before you hit the QUICK APPLY button, please send us an email to quoting job reference # QL04AS - where we can send you a copy of the PD and more info on the role.

#J-18808-Ljbffr

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