



Position Details

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| Position Title | Marketing Specialist- MTA Member Solutions |
| Location | Your place of work will be situated at Level 1, 81 Greenhill Road Wayville SA 5034. You may be required to work at other sites within the employer's establishments to meet business requirements. You may also be required to work at member sites, host sites and other external sites. |
| Reports To (Position Title) | General Manager Member Solutions |
| Financial Accountability (Expense Budget and/or revenue) | Membership Partner / Sponsor Revenue |
| Management Responsibility (No of employees managed/supervised) | None |

Position Responsibilities

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| Purpose of the Position | To increase MTA membership, improve member satisfaction and grow partnerships through implementing and monitoring marketing initiatives based on communications, customer insights, analytics and research. |
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In order of importance, list the key responsibilities/activities of the position. Each responsibility should be weighted according to the amount of time/effort spent on it during a normal year. The total weighting will be 100%.

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| Primary Responsibility | Marketing Communications | Time Spent 40% |
| Purpose of Activity | Deliver efficient and effective communications to current and prospective members. | |
| Example | <ul style="list-style-type: none"> Website management (content) | |



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| | <ul style="list-style-type: none"> • Workplace Relations promotional material including services and training promotion and content production / updates • MTA Magazine (motor) quarterly production with supplier • Zone meeting marketing material production • Divisional / Industry meeting material production • New member kits content production • Non-member communications • General member communication items content. • Ensures advertising compliance | |
| Responsibility (2) | Member Database (Microsoft Dynamics / Click Dimensions) | 40% |
| Purpose of Activity | (Owns) member database (Microsoft Dynamics) and provides Insights, Analytics and Research on our members to aid member strategy | |
| Example | <ul style="list-style-type: none"> • New member details input and relevant communications (non-financial) • Manage member segments and general member record updates • Ensures visit reporting is activated (engagement managers) • Extracts as required by the business • Extracts for input to Microsoft Dynamics / Click Dimensions for campaign creation • Ensures privacy compliance | |
| Responsibility (3) | Event coordination. | 10% |
| Purpose of Activity | Deliver quality events to members on time and in a fiscally responsible manner. | |



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| Example | <ul style="list-style-type: none"> • Secures Zone and Divisional meeting Calendar and associated processes (distribution, RSVP, recording of attendance via Click Dimensions). Prepares marketing items for event to assist engagement managers • Follows up Engagement Managers for meeting minutes • Undertakes main events AGM, Chairman's lunch in conjunction with Manager. • Manages Partners / sponsor delivery of items in respect to contractual items | |
| Responsibility (4) | Provides reporting to the General Manager Member Solutions | 10% |
| Purpose of Activity | Reporting to the Board achievement or otherwise relating to KPI's | |
| Example | <ul style="list-style-type: none"> • Develops member board report monthly including all measurements – new members for approval, cancellations, prospecting, visitations, meeting attendance, engagement measures, • Conditional member list reports • Member Visit reports • Sponsorship / Partner reports | |
| Total Weighting | | 100% |

Compliance Responsibilities

It is the responsibility of both the manager and incumbent(s) of the role to ensure that the following compliance requirements are met:

- **Relevant laws and regulations including OH&S and EEO**
- **Industry codes.**

Knowledge, Skill and Experience Requirements

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| Knowledge <ul style="list-style-type: none"> • Degree/Diploma • Post-Graduate Qualifications • Trade Certificate • Industry Specific Qualifications | Essential <p>Marketing/Communications or related Degree</p> <p>Database knowledge – Microsoft Dynamics / Click Dimensions</p> | Preferred |
| Skills and Attributes <ul style="list-style-type: none"> • Interpersonal Skills e.g. Communication, Negotiation, Problem Solving, Analytical, Customer Service, Team work | Essential <ul style="list-style-type: none"> • Copywriting • Project Management • Solid interpersonal skills • Excellent communication skills both verbal and written. • Attention to detail. • Initiative and problem solving skills. • Time management and organisational skills. • Flexible. • Positive outlook. | Preferred |
| Personal alignment with MTA Values | <p>Teamwork: Working together, empowering and supporting one another to achieve our common goals</p> <p>Achievement: We do our best to exceed expectations, striving for innovation in our delivery of relevant and valued services</p> | |

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| | <p>Accountability: We take ownership of all that we do, each taking responsibility for our part in delivering high quality services</p> <p>Respect: We understand, acknowledge and appreciate the needs, opinions and</p> | |
| <p>Computer Software</p> <ul style="list-style-type: none"> • E.g. Microsoft suite, Project, Finance | <p>Essential</p> <p>E-mail, Microsoft Dynamics / Click Dimensions</p> <p>Experience with website CMS and social media platforms.</p> | Preferred |
| <p>Technical Skills</p> <ul style="list-style-type: none"> • Licences | Essential | Preferred |
| <p>Experience</p> <ul style="list-style-type: none"> • Industry and/or field experience | <p>Essential</p> <p>Minimum 3 years practical experience in a related position</p> | Preferred |

Frequent Contacts

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| <p>Internal Contacts</p> <p>Includes organisational managers and employees.</p> | <p>All Departments. Primarily Workplace Relations, Government and Policy, Membership, Systems, Marketing Specialist Training and Employment.</p> |
| <p>External Contacts</p> <p>Includes customers, members, suppliers, Government bodies, industry groups, competitors</p> | <p>Platform providers – Centauri.</p> <p>Marketing Agencies</p> |