



Position Details

Position Title	Marketing / Membership Coordinator (Trainee)
Location	81 Greenhill Rd Wayville
Reports To (Position Title)	Marketing Specialist MTA Member Solutions
Financial Accountability (Expense Budget and/or revenue)	None
Management Responsibility (No of employees managed/supervised)	None

Position Responsibilities

Purpose of the Position	<p>To assist the Marketing and Membership team to deliver member satisfaction.</p> <p><u>Includes a Traineeship program in Project Management, the course needs to be successfully completed within 12 months.</u></p>
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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%.

Primary Responsibility	Membership / Marketing event logistics	Time Spent 25%
Purpose of Activity	Ensure timely communication and preparation of membership and marketing events	
Example	<ul style="list-style-type: none"> • Division and Zone meeting preparation • Calendar • CRM invites, rsyps and follow ups • Minutes distribution 	



	<ul style="list-style-type: none"> • Website update • Meeting logistics • Bookings / accommodation / set up / food • Other member meeting logistics (AGM, Chairman's etc) 	
Responsibility (2)	Marketing / Membership Database	20%
Purpose of Activity	Keep the Marketing Database correct and up to date	
Example	<ul style="list-style-type: none"> • Maintain correct marketing lists • Check new member applications and ensure correct • Check resigned member applications and ensure recorded correctly • Assist manager with EDM communications • Assist Membership Manager with on boarding process of new members – letters etc • Update member details where needed 	
Responsibility (3)	Marketing and Membership activity	20%
Purpose of Activity	Assist Marketing and membership department achieve timelines and fulfil BAU requirements	
Example	<ul style="list-style-type: none"> • Maintain merchandise levels • Produce new member pack • Coordinate New, 25/50yr and other member certificates • Assist with board reporting (statistics etc) • Member Website enquires including password resets • Assist with partner agreement fulfilment of conditions / activity • Other activities as directed by the Marketing Specialist • Assist Graphic designer with templates and design elements 	
Responsibility (4)	Initial member contact (reception)	25%
Purpose of Activity	Fulfil customer service promise	



Example	<ul style="list-style-type: none"> • 1st point of call for Phones • Courier management • Greeting MTA office attendees 	
Responsibility (5)	General assistance across MTA team	10%
Purpose of Activity	<ul style="list-style-type: none"> • Contribute to team and member satisfaction 	
Example	<ul style="list-style-type: none"> • Assist WR set up training • Assist Government and Industry with final collation of submissions • Assist graphic designer where needed 	
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

Knowledge <ul style="list-style-type: none"> • SACE • Degree/Diploma • Post-Graduate Qualifications • Trade Certificate • Industry Specific Qualifications 	Essential Cert III or above in marketing or a related field	Preferred Degree in marketing
Skills and Attributes <ul style="list-style-type: none"> • Interpersonal Skills eg. Communication, Negotiation, Problem Solving, Analytical, Customer Service, Team work 	Essential Can do attitude Good time management Solid attention to detail Explorative mind to improve processes Multitasking Level headed Relationship building Customer service	Preferred Phone experience
Personal alignment with MTA Values	Teamwork: Working together, empowering and supporting one another to achieve our common goals Achievement: We do our best to exceed expectations, striving for innovation in our delivery of relevant and valued services Accountability: We take ownership of all that we do, each taking responsibility for our part in delivering high quality services Respect: We understand, acknowledge and appreciate the needs, opinions and	

Computer Software <ul style="list-style-type: none"> • Eg. Microsoft suite, Project, Finance 	Essential Use of Microsoft Suite (excel, powerpoint word)	Preferred Adobe Photoshop Some CRM experience
Technical Skills <ul style="list-style-type: none"> • Licences 	Essential	Preferred
Experience <ul style="list-style-type: none"> • Industry and/or field experience 	Essential	Preferred

Frequent Contacts

Internal Contacts Includes organisational managers and employees.	Marketing, Communications and Membership Manager, Engagement Specialists, Industry Specialists, GM Member Solutions, Marketing Specialist Training and Employment, WR team, Govt and Policy team
External Contacts Includes customers, members, suppliers, Government bodies, industry groups, competitors	Members, general customers