



## Position Details

<b>Position Title</b>	Marketing Manager
<b>Location</b>	<p>MTA, 81 Greenhill Rd Wayville</p> <p>and</p> <p>MTA, Skills and Careers Centre 3 Frederick Rd Royal Park</p> <p>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, host and other external sites.</p>
<b>Reports To</b> (Position Title)	Industry and Government Engagement Manager
<b>Financial Accountability</b> (Expense Budget and/or revenue)	<p>MTA Skills and Training Advertising budget inc events (SA / NT)</p> <p>MTA Membership advertising budget (SA / NT)</p>
<b>Management Responsibility</b> (No of employees managed/supervised)	<p>Membership and Marketing Coordinator (Trainee)</p> <p>Marketing Specialist – Skills and Careers</p>

## Position Responsibilities

<b>Purpose of the Position</b>	To grow the MTA brand and users across membership and apprenticeships through developing Marketing strategies and communications based on research and customer insights.
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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%.

<b>Responsibility (1)</b>	Build MTA skills and career brand equity through strategic marketing initiatives.	45%
<b>Purpose of Activity</b>	Grow Skills and Careers through focused and quality marketing initiatives.	
<b>Examples</b>	<ul style="list-style-type: none"> <li>• Develops yearly skills and careers marketing strategy in line with corporate plan and with assistance of GM's and CEO</li> <li>• Develops targeted communications to attract new apprentice sign ups</li> <li>• Works with GTO /RTO to deliver schools program (Vetro)</li> <li>• Manages website and other relevant online marketing areas, path to application.</li> <li>• Delivers messages to current apprentices for advocacy</li> <li>• Event organisation (apprentice of the year, Expos etc) with team</li> <li>• Delivers upskill marketing initiatives</li> <li>• Media strategy, content concerning apprentice recruitment</li> <li>• Leads team in content production and distribution</li> <li>• Involvement in IAG (Industry Advisory group) from a marketing perspective</li> <li>• Customer communications including magazine, edm etc</li> <li>• Partner communications involvement and growth</li> </ul>	
<b>Responsibility (2)</b>	Build MTA Membership brand equity (SA and NT) through strategic marketing initiatives.	30%
<b>Purpose of Activity</b>	Grow membership value, retention and MTA membership.	
<b>Example</b>	<ul style="list-style-type: none"> <li>• Develop yearly MTA Marketing Strategy in line with corporate objectives and assistance by CEO / GM.</li> <li>• Fulfill a variety of marketing activity and initiatives on time and budget including:-</li> <li>• Member communications (presentation</li> </ul>	

	<ul style="list-style-type: none"> <li>templates, promotional material for WR etc)</li> <li>• Website management.</li> <li>• Membership partner fulfillment of activity.</li> <li>• Annual report etc)</li> <li>• Event delivery (AGM) (with brand manager)</li> <li>• Promotes member services</li> <li>• Conducting relevant research and ongoing benchmarking (focus)</li> <li>• Other Content production and distribution</li> </ul>	
<b>Responsibility (3)</b>	Leads and Manages Marketing Team	15%
<b>Purpose of Activity</b>	Coaches, develops and manages staff to deliver marketing plan and marketing initiatives on time and budget	
<b>Example</b>	<ul style="list-style-type: none"> <li>• Displays Company values – Leads by example</li> <li>• Develops succinct meeting processes</li> <li>• Undertakes regular performance reviews</li> <li>• Updates Job Descriptions</li> <li>• Set's KPI's in line with dept and company objectives</li> <li>• Identifies learning and development opportunities</li> <li>• Ensures adherence to policies</li> </ul>	
<b>Responsibility (4)</b>	Budget and Reporting	10%
<b>Purpose of Activity</b>	<ul style="list-style-type: none"> <li>• Update management on activity and spend</li> </ul>	
<b>Example</b>	<ul style="list-style-type: none"> <li>• Yearly budget setting</li> <li>• Monthly board report for both marketing across member, skills and careers</li> <li>• Apprentice recruitment reporting</li> <li>• Monthly budget reporting (advertising spend)</li> </ul>	
<b>Total Weighting</b>		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

<p><b>Knowledge</b></p> <ul style="list-style-type: none"> <li>• <b>HSC</b></li> <li>• <b>Degree/Diploma</b></li> <li>• <b>Post-Graduate Qualifications</b></li> <li>• <b>Trade Certificate</b></li> <li>• <b>Industry Specific Qualifications</b></li> </ul>	<p style="text-align: center;"><b>Essential</b></p> <p style="text-align: center;">Communications/marketing qualifications and/or experience – minimum 3 yrs</p>	<p style="text-align: center;"><b>Preferred</b></p>
<p><b>Skills</b></p> <ul style="list-style-type: none"> <li>• <b>Interpersonal Skills eg. Communication, Negotiation, Problem Solving, Analytical, Customer Service, Team work.</b></li> </ul>	<p style="text-align: center;"><b>Essential</b></p> <p style="text-align: center;">Leadership skills, Excellent communication-written and verbal, analytical skills, strategic thinking and planning, attention to detail, negotiation and influencing skills, relationship building, organisational skills, innovation.</p>	<p style="text-align: center;"><b>Preferred</b></p>
<p><b>Personal alignment with MTA Values</b></p>	<p style="text-align: center;"><b>Essential</b></p> <p><b>Teamwork:</b> Working together, empowering and supporting one another to achieve our common goals</p> <p><b>Achievement:</b> We do our best to exceed expectations, striving for innovation in our delivery of relevant and valued services</p> <p><b>Accountability:</b> We take ownership of all that we do, each taking responsibility for our part in delivering high quality services</p> <p><b>Respect:</b> We understand, acknowledge and appreciate the needs, opinions and values of everyone by embracing the diversity we have within our organisation.</p> <p><b>Excellence:</b> We strive to do</p>	<p style="text-align: center;"><b>Preferred</b></p>

	and be the best in all that we do everyday.	
<b>Computer Software</b> <ul style="list-style-type: none"> <li>• <b>Eg. Microsoft suite, Project, Finance.</b></li> </ul>	<b>Essential</b> Intermediate to advanced Word, Excel, PowerPoint. Internet/Intranet, E-mail, Adobe creative suite	<b>Preferred</b> Mailchimp / CRM systems
<b>Technical Skills</b> <ul style="list-style-type: none"> <li>• <b>Licences</b></li> </ul>	<b>Essential</b> Drivers Licence	<b>Preferred</b>
<b>Experience</b> <ul style="list-style-type: none"> <li>• <b>Industry and/or field experience.</b></li> </ul>	<b>Essential</b> Demonstrated experience in developing and implementing marketing and communication strategies (internal and external)  Demonstrated experience in developing, implementing and maintaining social media and some media strategies.	<b>Preferred</b>

## Frequent Contacts

<b>Internal Contacts</b> Includes organizational managers and employees.	All MTA Managers and Employees.
<b>External Contacts</b> Includes customers, members, suppliers, Government bodies, industry groups, competitors	Members Host Employers Industry Groups Marketing suppliers Advertising Agencies

## Managerial/Leadership Functions

<b>Relevant management functions performed including:</b> <ul style="list-style-type: none"> <li>• <b>Performance and Career Planning</b></li> <li>• <b>Salary Review</b></li> <li>• <b>Business Planning</b></li> <li>• <b>Budgeting</b></li> </ul>	Marketing expense and revenue budget
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