

## MARKETING AND COMMUNICATIONS COORDINATOR POSITION DESCRIPTION

Position	Marketing and Communications Coordinator
Reports to	Member Communications Manager
Business Unit	Promote
Hours	0.4 FTE (12 months fixed term contract)
Location	Flexible – office space available in Carlton, Melbourne
Date	August 2024

Optometry Australia (OA) is the peak professional membership body for Australian optometrists. The organisation represents over 85% of all registered optometrists. Optometry Australia is a national body of a Federated group of five state membership organisations, each organisation being members of Optometry Australia and each, having optometrists as their members.

Optometry Australia supports the state organisations through the provision of core member services and benefits to their optometrist members and provides most operational functions for Optometry Victoria/South Australia (OV/SA), Optometry Tasmania (OTas) and Optometry Queensland Northern Territory (OQNT).

### OVERALL JOB OBJECTIVE

As Marketing and Communications Coordinator, you play a key role in aiding membership retention by delivering a range of measurable marketing and communications tactics that promote events, tools and resources Optometry Australia provides to members to enable them to succeed. You are particularly focused on aiding two-way engagement with members and promoting membership value, services and benefits utilising existing and new channels.

You ensure that members feel supported by Optometry Australia. You create simple yet compelling communications through written, visual, digital and broadcast stories that members embrace. You will also suggest and implement two-way engagement tactics that enable us to open up more dialogue with members. You respond to in-sector media inquiries and assist the organisation build its community of followers on our corporate social media platforms. Your work ensures that Optometry Australia's brand and reputation are reinforced.

A highly professional and personable worker with outstanding written communication and skills, the Marketing and Communications Coordinator needs to balance and prioritise competing operational interests and has strong interpersonal skills. The Marketing and Communications Coordinator is a mixture of hands-on and coordination and works independently and collaboratively, possessing the flexibility to meet the needs of a membership organisation.

### KEY RESULT AREAS

#### (1) Member communications

Coordinate the development and implementation of communications to members via eDM, SMS, social media and OA's websites, that:

- Provide regular, timely, relevant, accurate and concise communications to members
- Promote Optometry Australia, Optometry Tasmania, Optometry Victoria South Australia and Optometry Queensland Northern Territory initiatives and events to members utilising 'best fit' communication channels
- Provide segmented communications aligned with key member demographics

Ensure and monitor the effectiveness of member communications by:

- Working with the Engage and Lead teams to identify initiatives that require promotion and implementing communications plans to ensure effective promotion to members
- Ensuring the ongoing evaluation of the effectiveness of communication approaches and channels, and adapting as necessary, to enhance results
- Testing and where warranted introducing new communications methods to ensure contemporary and effective communication approaches
- Implementing appropriate processes to ensure accuracy and political appropriateness of external communications and ensuring their effective implementation.

## (2) Media liaison

In consultation with your Manager, respond to optical media requests in a timely manner as required.

## (3) Member Communications team contribution

In addition to the above, you play a key role in the success of the Promote unit by:

1. Managing your assigned responsibilities to ensure they are consistent with strategic objectives and organisation procedures and policies.
2. Contributing to team planning, team administration and workflow improvement discussions.
3. Stepping in to support the team when staff members are on leave.
4. Ensuring all your assigned administrative tasks are up to date.
5. Attending team and staff meetings as required.

## SPECIAL PROJECTS

Assist with and/or coordinate special projects and/or any other reasonable duties, as required from time to time and requested by the CEO or delegate.

## HEALTH AND SAFETY

Contribute to a safe and healthy working environment. Continued awareness of work surroundings to ensure safe practices are continually maintained. Ensure that you are aware of Evacuation and First Aid policies and procedures. Staff health and welfare are paramount to Optometry Australia with adverse causes of stress to be identified early where possible and discussed with the CEO and/or the OH&S Committee for planning of required solutions.

## MEMBER ENGAGEMENT

Optometry Australia provides essential professional support in areas ranging from ethical advice to professional practice issues, business marketing and political representation, and offers a wide range of resources, publications, marketing materials and discount programs. Within a changing optometry sector active promotion of the organisation and member engagement is paramount across all roles.

Each staff member of Optometry Australia is responsible for identifying and implementing opportunities to increase member awareness and understanding of what we do, and effective representation of the organisation's professional reputation along agreed lines.

## VALUES

Embrace and work within, Optometry Australia's FIRST values:

#### Forward Thinking

We are at the forefront of change, and we accept that change never stops. We are excited about the future and the role we play in growing the optometry sector and advancing eye health care. Our approach means that we are always learning and adapting as we find new ways to collaborate, listen and communicate.

#### Integrity and Respect

We conduct our business according to the highest professional and ethical standards and practices. Fairness, honesty, openness and trustworthiness are at the heart of all we do. We value diversity and treat everyone with respect and dignity. As industry leaders, we do not take our role for granted and understand that we are judged by how we act.

#### Responsive and accountable

We are committed to engaging with our stakeholders in a timely, proactive and accurate manner. We recognise that positive, long-term relationships result from being responsive, relevant and accountable.

#### Strategic vision

Our plans are visionary, designed to achieve our individual and sector goals. We work with intent and build on our strengths to realise our strategic vision. We do not work alone, respecting the opinions of others and the power of a united voice.

#### Teamwork

We value, support and listen to each other. Our positive energy creates a dynamic workplace that inspires innovation, friendship and mutual respect

#### KEY SKILLS AND COMPETENCIES REQUIRED

- Good knowledge of health sector issues with a desired understanding of optometry and evidence-based practice.
- Experience in membership associations and implementing member marketing and communications, advantageous.
- Experience in creating engaging event marketing strategies that appeal to different audiences and drive attendance.
- Ability to highlight, through compelling content and digital and broadcast storytelling, the value of being a member of a professional association.
- Good understanding and experience in creating and delivering marketing and communications tactics.
- Experience in reporting and evaluating marketing and communications outcomes.
- Experience in creating multi-channel content.
- Solid ability to juggle multiple assignments simultaneously and to meet deadlines.
- Proactive and flexible.
- Excellent writing skills and high proficiency in English along with experience in turning complex clinical jargon into easy-to-understand written communications.
- Sound sense of news and information and able to source and create stories ideas that appeal to members.
- Suitable understanding of digital communication platforms and tools including WordPress (or similar CMS), MailChimp (or similar) and Microsoft Office programs.
- Some understanding of SEO and website analytics.
- Demonstrated experience in setting, meeting and reporting against key performance indicators.
- Experienced in establishing feedback mechanisms and implementing benchmarks for improvement
- Strong forward-thinker and experienced problem solver.
- Demonstrated team player who can prioritise work and work with minimal supervision.
- Comfortable participating in team decisions, discussions and building relationships.
- Willingness to present and explain ideas and concepts.