

## Position Description

Position title:	Online Community Coordinator
Division:	Marketing, Communications & Business Development
Location:	Melbourne preferred (Sydney or Brisbane would be considered)
Reports to:	General Manager, Marketing and Communication
Type:	Contract (12 to 24 months), Part-time (0.6)
Approved by:	CEO
Date approved:	August 2023

### About us

With over 31,000 members, the Australian Physiotherapy Association (APA) is the peak body representing the interests of Australian physiotherapists and their patients. We are committed to professional excellence and career success for our members, which translates into better patient outcomes and improved health conditions for all Australians.

We advocate strongly for access to quality physiotherapy services, provide leadership in the wider health landscape, create lifelong information and learning opportunities for members, and promote the value of physiotherapy to the broader community.

The APA is proud to have a great working culture that is underpinned by our core values:

- o Accountability
- o Excellence
- o Collaboration
- o Courage
- o Respect

## About the role

The APA has a thriving and highly engaged community of over 31,000 members working across all parts of Australia. An important aspect of APA membership value is the satisfaction that members derive from connecting with their professional community – particularly their participation in national groups, which are special interest communities.

To facilitate greater member-to-member connection, the APA is implementing a secure online community, to facilitate member collaboration and learning, connect APA experts and members, and enable a forum for members to easily access relevant information.

The role of Online Community Coordinator sits within the Marketing, Communications and Business Development (MCBD) division at the APA, a talented team of marketing and communications professionals, delivering success for the APA across four functional teams:

- Media & PR
- Integrated Marketing and Communications
- Content and Publications
- Partnerships and Business Development

Reporting directly to the GM, Marketing and Communications, the Online Community Coordinator will have a close working relationship with the social media advisor and marketing advisors while collaborating with the broader MCBD team.

## Key responsibilities

The first 3-6 months of this contract will involve working within a team to design and launch the community, and the subsequent months will focus on ongoing coordination of the community.

You will implement ongoing activity to drive participation, interact with APA staff to develop content schedules, support community members to connect with each other, facilitate discussions in the community, and leverage existing and engaging content to build strong relationships within the community.

- Content scheduling: Work with key stakeholders to coordinate content for the communities, and manage stakeholders to ensure they contribute into the community (across marketing, national groups, membership services, professional development and policy)
- Community engagement: Act as the primary point of contact for community members, responding to inquiries, addressing questions, and fostering a sense of belonging

- Marketing communication: Plan and coordinate communication activities with the marketing team to attract members and increase community engagement. You will also coordinate appropriate use of the App Push notification functionality.
- Moderation: Using monitoring tools, monitor community discussions to maintain a safe and respectful environment for all members.
- Platform expertise: As a super-user you will develop a thorough understanding of the platform functionality and provide support to other APA staff.
- Analytics and reporting: Track key metrics and provide regular reports related to community engagement.
- Cross-functional collaboration: Regularly collaborate with internal teams such as marketing, education, policy and member services to ensure alignment of community initiatives with other business plans.
- Continuous Improvement: Work with our platform-provider Customer Success Manager to stay up-to-date with best practices in community management.

## About you

We're open to the successful person in this role bringing their experience from one of two career backgrounds. You may have a background in marketing, communications or social media, or alternatively you may have experience within the health sector and be looking for a career change.

We are seeking someone with:

- o An undergraduate degree
- o Solid project management skills
- o Excellent written and verbal communication skills
- o Excellent interpersonal skills, with a passion for building relationships and fostering a sense of community.
- o Proficiency in use of technology and social media.

## Personal attributes

- o Act with integrity
- o Collaborative and inclusive style
- o Ability to work autonomously
- o High capability in managing own timelines and working with short turn-around times
- o High degree of professionalism