

Position Description

Position title:	Manager, Integrated Marketing
Division:	Marketing and Communications
Location:	Melbourne - Hybrid working environment APA office and Home
Reports to:	General Manager, Marketing and Communications
Position type:	Full Time
Approved by:	CEO
Date approved:	March 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.

As an Employer of Choice, and winner of the 2022 Association of the Year award, the APA is proud to have a great working culture that is underpinned by our core values:

Accountability, excellence, collaboration, courage & respect

About the role

The Marketing and Communications Division at the APA is a talented team of marketing and communications professionals, delivering success for the APA across functional areas of marketing, communications, media relations, content and publications.

The Manager, Integrated Marketing is a leadership role that exists to deliver success for the APA by developing integrated marketing programs that uphold the APA brand, achieve strong commercial outcomes and achieve high levels of member satisfaction.

The role leads a team of marketing professionals and works in collaboration with many parts of the organisation, member groups and external stakeholders to deliver a variety of marketing programs, including APA-to-member, APA-to-business and APA-to-consumer marketing.

Key Accountabilities

As a highly experienced leader and digital marketer, this role will require you to:

- Provide management, leadership and mentorship to the Integrated Marketing team
- Develop and deliver effective marketing strategy that supports a range of APA objectives:
 - Enhance the APA brand and drive consumer demand for Physio
 - Drive the growth of student and professional membership into the APA.
 - Enhance member satisfaction and drive member retention.
 - Achieve commercial outcomes for APA products and services
- Lead research programs that provide data and insight to develop impactful marketing programs.
- Provide ownership and governance over digital platforms to support the ongoing implementation of marketing automation and personalisation across the Marketing function.
- Work with external parties, such as external agencies, member groups, other third parties, to drive campaign outcomes
- Provide custodianship of the APA brand, lead the consistent application of our brand, and the evolution of the APA visual identity.
- Use a variety of tools to provide timely, quality reporting to enable decision-making
- Manage budgets, timelines and resources for optimal benefit
- Lead or contribute to a variety of special projects on an as-needs basis

About you

Education and experience

- Tertiary qualification in marketing and/or communications essential
- Demonstrated experience in a marketing leadership role
- Demonstrated proficiency in marketing strategy and channel management
- Thorough understanding of contemporary digital marketing concepts and tools
- Experience in health sector or membership organisation an advantage

Personal attributes

- Collaborative, inclusive working style with an ability to bring people on your journey
- Ability to work autonomously, set your own targets and manage time and resources to achieve your goals
- Enjoyment of a hands-on approach to implementation
- High sense of accountability and self-actualisation
- Well-developed leadership and influencing skills
- Excellence in written and oral communication essential