

## Position Description

Position title:	Marketing Advisor
Division:	Marketing, Communications and Business Development
Location:	Camberwell   Hybrid
Reports to:	Senior Marketing Advisor
Approved by:	CEO
Date approved:	April 2025
EFT:	Full Time, 12-month Contract

## About us

With over 33,000 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:

- Accountability
- Excellence
- Collaboration
- Courage
- Respect

## About the role

The Marketing, Communications and Business Development Division at the APA is a talented team of marketing and communications professionals, delivering success for the APA across four functional teams:

- Media and Public Relations
- Integrated Marketing and Communications
- Content and Publications.
- Partnerships and Business Development

As a member of the Integrated Marketing and Communications team, the objective of the Marketing Advisor role is to coordinate and manage a range of marketing and communication programs that support the achievement of KPIs across key portfolios as required.

## Key responsibilities

- Assist the Senior Marketing Advisor in the development of marketing and communication campaign strategy and plans to achieve key organisational KPIs.
- Coordinate and implement integrated plans across a range of paid, owned and earned channels, including where appropriate, eDM, social, website, paid media and print.
- Utilise marketing automation technology to deliver a personalised member experience.
- Develop campaign content and creative to support the delivery into digital and offline channels as appropriate.
- Plan, build and deploy member, and campaign communications using an email marketing automation platform.
- Facilitate the development, production and distribution of marketing collateral and merchandise, ensuring brand and message consistency.
- Manage design requests and ensure brand compliance across all APA channels and collateral.
- Liaise with the graphic designer and coordinate external design briefs as necessary.
- Monitor and provide regular updates on campaigns results.
- Contribute to monthly reporting on the results of marketing and communication activities.
- Work collaboratively with key stakeholders across wider Marketing and Communication Division and other APA departments.
- Work within time and budget constraints.

## About you

- A relevant tertiary/undergraduate qualification (preferably in marketing/communications or business) and/or a minimum of 2 years marketing and communications experience.
- Experience with the design, development and implementation of multi-channel marketing campaigns.
- Excellent written and verbal communications skills.
- Strong people skills and ability to work with external stakeholders.
- A commitment to upholding and actively demonstrating the APA's core values (outlined on page 1).
- Well-developed organisational skills and the ability to prioritise.
- Proficiency with Microsoft Applications.
- Experience with email marketing automation platforms would be highly regarded, though not mandatory.
- A 'can do' attitude and ability to work collaboratively to achieve team objectives.