

Position Description

Position title:	Marketing Advisor
Division:	Member Experience
Location:	Hybrid APA Office and WFH
Reports to:	Senior Marketing Advisor
EFT:	Full-time Permanent Role
Approved by:	CEO
Date approved:	September 2026

About us

The Australian Physiotherapy Association (APA) is the peak body representing the interests of more than 36,000 physiotherapists in Australia. It does so by advocating for access to quality physiotherapy services, providing leadership in the wider health landscape, creating lifelong information and learning opportunities for members, and working with stakeholders to support members' interests.

APA is proud to be a 5-Star Employer of Choice, Winner of the 2022 Association of the Year award and have a vibrant and inclusive working culture that is underpinned by our core values:

Accountability | Excellence | Collaboration | Courage | Respect.

The APA provides a variety of employee benefits:

- Hybrid working environment.
- Three additional gifted days of leave at the end of the year.
- Birthday leave.
- A dedicated mental health leave day.
- Access to discounts and savings through a range of corporate partner programs.
- Ongoing professional development and learning opportunities.
- Access to Employee Assistance Programs .

...and much more.

About the role

The Member Experience Division at the APA is a talented team of professionals, delivering success for the APA across six functional teams:

- Integrated Marketing and Communications
- Media and Public Relations
- Content and Publications
- Member Insights
- National Entity Operations
- Business Relationships.

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 Member Experience Division and other APA departments.
- Work within time and budget constraints.

About you and selection criteria

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 and work management tools (eg, Trello or Jira) would be highly regarded, though not mandatory.
- A 'can do' attitude and ability to work collaboratively to achieve team objectives.