

Position Description

Position title:	Marketing Coordinator (Research)
Division:	Marketing and Communications
Location:	Melbourne
Reports to:	Manager, Marketing
Approved by:	CEO
Date approved:	June 2021
Position type:	0.6 FTE, contracted until 31 January 2022

About us

With over 29,000 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.

Our Physiotherapy Research Foundation (PRF) promotes, encourages and supports research that advances physiotherapy knowledge and practice. The PRF provides grants to support innovative physiotherapy research in order to produce a scientific evidence base that enables practising physiotherapists to adopt the latest, safest and most effective techniques when providing care and treatment.

The APA 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.

We are proud to have a great working culture that is underpinned by our core values:

- Professional
- Excellence
- United
- Community minded
- Visionary

About the role

The objective of the Marketing Coordinator (Research) role is to raise the profile of the PRF, in turn building the PRF's brand and capacity to attract funding. They will implement the PRF marketing and communications plan with the intent of demonstrating relevance and impact of the PRF primarily to APA Members and, to build corporate partnerships.

Key responsibilities:

- Develop, implement and manage the marketing and communications plan to increase the profile and promotion of the PRF to a range of audiences.
- Implementing marketing initiatives through a range of channels;
- Working with the Content Specialist (Research) to develop collateral for digital and print platforms;
- Manage the PRF Corporate Partnership program, liaising with the Partnership and Business Development team to increase funding for the PRF including sourcing sponsors, coordinating events, building corporate partnerships and maintaining digital assets.
- Implement and manage the fundraising marketing plan to increase the fundraising profile of the PRF, as well as managing fundraising requests to ensure activities are carried out effectively and on brand.
- Provide status reports to management on overall marketing and communication activities;
- Work with key stakeholders to develop and drive effective communication strategies.
- Proactively identify opportunities to promote the PRF and/or its research through APA marketing and communications activities.
- Work collaboratively with key stakeholders and other APA departments.
- Contribute to innovations and continuous improvement.

About you

- A relevant tertiary/undergraduate qualification (preferably in marketing/communications or business) and/or a minimum of 3 years, fundraising, corporate partnership, marketing and communications experience
- Experience in the areas of sponsorship, donations and fundraising
- Excellent written and verbal communications skills
- Strong people skills and ability to work with external stakeholders
- Well-developed organisational skills and the ability to prioritise
- Experience with the design, development and implementation of social media campaigns and content would be well regarded
- Intermediate MS Office ideally with Adobe Creative Suite, Canva or Photoshop
- A 'can do' attitude and ability to work collaboratively to achieve team objectives