

## Position Description

Position title :	General Manager, Marketing and Communications
Division:	Marketing and Communications
Location:	National Office
Reports to:	CEO
Position type:	Permanent, 4-5 days per week
Approved by:	CEO
Date approved:	July 2019

### About us

The Australian Physiotherapy Association (APA) is the peak body representing the interests of over 26,000 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 promoting the value of physiotherapy to the community.

The APA is proud to have a great working culture and it is underpinned by our values:

- Professional
- Excellence
- United
- Community minded
- Visionary

## About the role

This leadership role exists to drive the marketing, communications, content and publications strategies. These strategies deliver value to the membership through information, insights, positioning and promotion of the profession.

The role delivers on a wide variety of objectives, for a range of audiences and stakeholders, using contemporary strategies and tools.

## Strategic communications

- Drive the communications strategy for the organisation and profession
- Understand the drivers, needs and preferences of APA's various audiences, which include members, government, consumers, media
- Be lead liaison to the President and Board of Directors on communications matters
- Lead the creation of thorough and well-thought out communication plans
- Lead the APA through public relations issues as they arise
- Engage with the Policy and Advocacy team to help deliver on their objectives through quality communications
- Engage with media as required
- Oversee a variety of social media channels and campaigns

## Member communications

- Ensure APA communications are informative, engaging, timely and brand-congruent
- Undertake a periodic review of the APA's regular communications, including content, frequency, channel selection etc. Implement change as needed.
- Implement best-practice systems and processes for content curation in regular communications

## Integrated marketing

- Lead the execution of quality marketing campaigns for professional development and Conferences
- Drive the marketing effort for membership recruitment and renewal
- Support other APA departments through the provision of marketing services as required
- Develop the APA's segmentation strategy

- Lead the development of compelling consumer-oriented campaigns and activations to promote physiotherapy
- Ensure website content and look-and-feel is aligned with organisational strategy
- Use contemporary channel strategies to deliver marketing results

### Content and Publications

- Create and deliver a content management strategy for the organisation
- Drive the vision and purpose of each publication, ensuring they deliver quality information and insights to our members
- Manage the digitisation of publications assets – lead the creation and delivery of a digital news hub

### Communications systems

- Use data to drive decision-making in marketing and communications
- Ensure the APA's communications systems are fit-for-purpose and used to their full potential

### Team leadership and stakeholder influence

- Be an active and contributing member of the Executive Leadership Team
- Provide management, leadership and mentorship to the Marketing, Communications and Business Development team
- Manage the performance of team effectively and efficiently through formal and informal mechanisms
- Uphold organisational values and trademarks and keep team accountable for the same
- Provide advice and leadership to various stakeholders in a positive and inclusive manner

## About you

### Education and experience

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

### Personal attributes

- Strategically-minded, problem-solving approach
- 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
- High sense of accountability and self-actualisation
- Excellent leadership and influencing skills
- Excellence in written and oral communication essential