

## POSITION DESCRIPTION

Position title:	Membership and Communications Manager
Level:	APS 5-6 equivalent (dependent on skills and experience)
Employment type:	One-year contract (with two 1-year extension options) <b>or</b> as a public sector secondment opportunity paid for by IPAA ACT (12–24 months).
Location:	Barton, Canberra
Reports to:	Corporate Director
Start date:	January 2020

### Statement of Responsibilities

The Membership and Communications Manager will manage IPAA's corporate and individual membership base, as well as oversee key communication activities and campaigns.

### About IPAA

IPAA ACT is professional not-for-profit body focused on the promotion of excellence and professionalism in public administration. It was established in 1943 and is one of eight divisions of the Institute of Public Administration Australia (IPAA). The IPAA ACT 'Strategic Plan 2019–2022' has four pillars with a range of supporting initiatives which lay out the strategic focus for its work. Visit [www.act.ipaa.org.au](http://www.act.ipaa.org.au) for more information.

### Who are we looking for?

We are looking for someone with a background in communications and an understanding of the public sector. Someone who can communicate effectively with a high standard of writing and can develop and maintain effective working relationships with external stakeholders. It is important that the person in this role enjoys working in a small and collegiate team.

### Our work environment

IPAA ACT is a fast-paced, dynamic environment, offering autonomy and the ability to manage key projects for the benefit of the organisation and its members. The role has unique access to public service organisations which include all portfolio Departments, the ACT Government and many other large agencies.

IPAA ACT delivers a substantial events program and is in a building phase with respect to its capability program. This requires the team to work some early mornings and after hours throughout the year — usually in the form of a breakfast event or evening cocktail reception.

### Contract or APS Secondment

The role is being offered as a contract (initially one year, with two 1-year extension options) or as a secondment opportunity (12–24 months). It is a great development opportunity for the right person. Secondment options can be negotiated depending on the needs of the department or agency.

### To apply

People interested in the role are asked to submit an expression of interest (one page + short form resume) outlining why you are the best person for role by 6 December 2019. Send your expression of interest to Gemma Benn-Clibborn (Corporate Director) at [gemma.benn-clibborn@act.ipaa.org.au](mailto:gemma.benn-clibborn@act.ipaa.org.au). If you would like to discuss the role in more detail please contact Gemma on 02 6254 9800.

## **Communications**

Manage IPAA ACT and National's range of communication activities to ensure delivery of timely communication to members, and the promotion of IPAA's value proposition to the sector.

- Digital Content - oversight and management of IPAA ACT and National's digital presence ensuring content and marketing material is integrated harmoniously across digital platforms:
  - Website management
  - Monthly Newsletter "What's on @ IPAA"
  - Electronic Direct Messaging (EDM) distribution to members
  - Mailing list management
- Social Media – promote IPAA's initiatives by developing engaging content and marketing campaigns for Facebook, Twitter, Instagram and LinkedIn.
- Marketing Material - development and ongoing management of IPAA's branded marketing materials such as promotional brochures and event programs.
- Publications - development and coordination of various IPAA publications including the yearly *IPAA Speeches Book* and Annual Reports.

## **Membership Management**

- Members – ensure members are informed of IPAA activities and provide support to the events team regarding membership contacts.
- Partners - manage the delivery of sponsor benefits, including ticketing for events and opportunities for further partnerships.
- Membership Renewals – coordination of membership and sponsorship renewals for each financial year period.
- Database - ensure the membership databases are kept up to date with contact details and engagement notes. Including updating IPAA's digital platforms.
- Australian Journal of Public Administration (AJPA) – coordination of the membership distribution of the quarterly AJPA publication.
- National Membership – assist the IPAA National Executive Director with the coordination of a national membership initiative.
- Reporting – provision of event and membership statistical reporting.

The Membership and Communications Manager role supports the IPAA team by providing quality customer service to members and stakeholders, answering phone queries, group mailbox management and representation at IPAA events.

## **Skills required**

- Experience in technical communications programs including the Adobe Creative Cloud, content management systems and marketing software.
- Proficient in contemporary online software including Office 365, Mailchimp, Survey Monkey and SharePoint.
- High attention to detail and accuracy.
- Curiosity and willingness to learn, interest in the Australian Public Service.
- Ability to develop and maintain strong relationships.
- Ability to work autonomously as well as part of a team, solve problems and take initiative.