



# Chief Executive Women

Women leaders enabling women leaders

## Position Description

### Marketing and Communications Coordinator/Manager

**ROLE:** Reports to Director, Corporate Affairs

**SUPERVISION responsibilities – Nil**

#### **PURPOSE OF THE ROLE:**

This role supports delivery of CEW's marketing and communications activity. It works directly with team members across CEW to help plan, develop and implement marketing and communication campaign elements for members, sponsors, partners and the CEW stakeholders.

The role is integral in the delivery of CEW's mission: women leaders enabling women leaders.

This role requires high levels of collaboration with team members and other stakeholders to ensure impactful, integrated activity that creates action toward CEW's strategic outcomes. It requires demonstrated ability across all marketing channels including hands-on experience producing content for and managing social media and other collateral, as well as exceptional stakeholder and project management skills.

#### **KEY SKILLS/RESPONSIBILITIES:**

##### **In coordination with the Director and CEW team**

- Help deliver integrated marketing and communication campaigns for CEW, using and applying marketing theory, terminology, and tactics and utilising the full range of marketing channels to deliver exceptional member and stakeholder activity.
- Produce and convey written and visual information in a compelling manner appropriate to the target audiences.
- Support development and application of the brand across CEW to ensure consistent CEW positioning.
- Work with and through the CEW CRM and Member Portal as the key communications channel for members.
- Monitor and analyse marketing and communication data to inform future planning and implementation
- Build and develop trusted working relationships with members, stakeholders and colleagues working as an effective member of CEW executive team.
- Provide exceptional member service, including attendance at and support of Member events
- Other duties as assigned time to time
- Operate within the Marketing and Communication budget

#### **INDIVIDUAL ACCOUNTABILITIES:**

- Explain all CEW's key offerings in clear, concise communications with strong visual impact
- Manage CEW's Wordpress website including content updates and new information
- Manage CEW's Member Portal including content updates and new information
- Produce agreed content for CEW's social media channels – LinkedIn and Twitter, including video, graphic and written content

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Chief Executive Women Ltd (ABN 72 192 201 209)

- Manage and produce CEW's monthly member newsletter and Event Updates
- Support CEW Events including event positioning and invitation copy
- Draft media releases in coordination with the Director
- Contribute to Marketing and Communications planning

#### **PERSONAL CHARACTERISTICS**

- Natural collaborator and relationship builder with the ability to adapt to a range of different styles and expertise
- Strong customer service orientation, comfortable working with senior and experienced leaders
- Creative, hands-on energetic team player takes personal responsibility for work. Able to work with a small team.
- Ability to work to tight deadlines and small budgets, remaining calm under pressure.
- Ability to identify priorities and opportunities aligned with organisation strategy and business objectives.
- Ability to implement tactically across marketing channels including all web and social media
- Exceptional plain English communicator with the capacity to create compelling content, high levels of attention to detail
- Experienced working with CRM systems and demonstrated proficiency across Microsoft Office Suite, and Adobe.
- Experienced in monitoring and analysing basic marketing data to inform and measure performance.
- Relevant academic qualification (Marketing, Business, Communications or similar)
- 3-5 years work experience in a marketing role
- Membership organisation or not for profit experience an advantage but not required

#### **KEY METRICS**

- Accurate and timely execution of
  - the CEW newsletter and Event update
  - updates to the CEW website
  - changes to the CEW Member Portal
- Regular reporting of marketing and communications performance
- Active engagement in the CEW Marketing and Communications plan

#### **Demonstrate your skills and ability to understand the brief and communicate clearly by providing:**

- A one-page cover letter telling us about yourself and why you want the job. Include your salary expectations.
- A two-page CV
- Examples or links to the following recent marketing and communications activity you have been involved with (including a **one-paragraph** description of your role in each):
  - a marketing campaign
  - social media work
  - communications you have written

As meeting the brief is an essential marketing skill, candidates must meet these requirements to be considered. Shortlisted candidates only will be contacted.

**Please email your application to [cew@cew.org.au](mailto:cew@cew.org.au)**