

Job Description:

Marketing and Operations Manager, Property Council Academy

About the Property Council	The Property Council of Australia is the champion of Australia's largest industry that employs 1.4 million Australians and shapes the future of our cities. Our members include large and small companies which invest, own, manage and develop all forms of property as well as providers of professional services to the industry.
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Position	Marketing and Operations Manager, Property Council Academy
Business Unit & Location	National Division
Reports to	Director, Property Council Academy
Direct reports	Nil

Position Purpose	<p>The Marketing and Operations Manager is responsible for managing the systems and operations used to deliver all aspects of the Property Council Academy with focus on improving operational effectiveness, driving sales and developing and executing the marketing strategy.</p> <p>The role will also project lead the continued integration of the Learning Management System (LMS) Brightspace, driving the Academy's digital transformation, working with the Business Innovation team to ensure the new CRM meets the needs of the Academy and utilizes all systems to maximise operational efficiency.</p>
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Relationships	
Key Internal Relationships	Members of the Property Council Academy team Chief Operating Officer Chief Financial Officer, Head of Business Innovation and Company Secretary Division Commercial Directors and Marketing Managers Digital Marketing Manager IT support
Key External Relationships	Property Council members, in particular Committee Members, Speakers and Learning & Development Managers

Key responsibilities and tasks		
Key responsibility area	Key tasks	Measure of success
Academy Systems and Processes	<p>Develop and refine policies and procedures for the systems and technology Academy requires to effectively engage with members.</p> <p>Project lead for continued integration and management of project deliverables of the LMS (for the team, SMEs and Facilitators).</p> <p>Collaborate with the Business Innovation team as a SME to ensure the new CRM meets the needs of the Academy.</p>	<p>Engaged & accurate Academy database</p> <p>Policies and procedures in place for Brightspace</p> <p>Operational excellence for Academy communications and administration.</p>
Marketing Strategy	<p>Develop the marketing strategy and lead the marketing and communication efforts for the Academy.</p> <p>Ensure marketing activities enable and support the Academy growth objectives and differentiates us in the market.</p> <p>Develop an understanding of the marketing and communications needs of the Academy and support the delivery of these.</p> <p>Ensure courses are well marketed across a variety of methods including email, social media, website, LMS and digital badge recommendations.</p> <p>Oversee the production and maintenance of all marketing collateral and digital campaigns including (but not limited to) website content, digital credentials, email and social media campaigns, advertising, sponsorship deliverables, and other ad-hoc marketing initiatives.</p> <p>Lead the annual EOFY 8-week marketing campaign.</p> <p>Work with Graphic Designers to create print ads for various handbooks and events (Retirement Living, Awards, Future Cities Summit, Congress, Property Leaders' Summit, etc).</p> <p>Oversee the Academy digital badge framework to ensure currency, accuracy and that they are embedded in the overall Academy ecosystem.</p>	<p>Overall Academy brand awareness and perception</p> <p>Quality and effectiveness of marketing campaigns</p> <p>Course attendance levels</p> <p>Attracting new participants to courses</p> <p>Acceptance rates</p> <p>Share rates</p> <p>View rates</p> <p>Recommendations</p>

<p>Email Marketing</p>	<p>Email marketing (eDMs) Plan, develop and optimise email marketing campaigns, track their success and ensure they are integrated with other marketing activities. Collaborate with creative agency to deliver innovative and engaging campaigns that will enhance our marketing efforts. Generate and segment targeted lists through HubSpot. Ensure Academy eDMs are scheduled, sent and tracked successfully.</p>	<p>All marketing collateral to be produced in timely manner</p>
<p>Working with Divisions</p>	<p>Ensure courses are marketed through all Property Council Divisions and provide them with materials to promote the Academy and its courses through their events, e-news, seminars, etc. Create ads and thumbnails for Division e-news mailings (VIC, Qld, NSW, WA). Actively seek cross-promotion opportunities with Divisions.</p>	<p>Division's expectations managed well, with positive feedback Marketing collateral produced to high quality and in a timely manner Positive and effective collaboration and relationships built with Property Council divisions.</p>
<p>Social Media</p>	<p>Manage social media marketing communications to ensure we grow, reach, and engage with our target audience. Manage the Property Council Academy LinkedIn Group. Work with graphic designer to create social media thumbnails and blurbs for each course and schedule posts successfully.</p>	<p>Enhanced engagement with social media platforms to communicate and publicise Academy courses</p>
<p>Academy Website</p>	<p>Ensure the Academy website content is consistent, up-to-date and the navigation is working successfully. Use systems to analyse web traffic. Write content for promotions, new courses, speakers, sponsors, etc. whenever necessary.</p>	<p>Website content is current and easy to navigate and find information.</p>
<p>Sponsors</p>	<p>Work with National Partnerships Manager to ensure sponsorship agreements are fulfilled, and branding is used correctly on all materials. Work with National Partnerships Manager to develop annual sponsorship reporting.</p>	<p>Continuing sponsorship agreements Reports to be produced in timely manner</p>
<p>Product Development</p>	<p>Work with digital instructional designer to seamlessly migrate f2f courses to digital, build OnDemand library and produce 50 x pieces of video content using the Shootsta subscription (this includes the project management of the filming location, scripting, filming, and approval of final content to embed in Academy's new hybrid courses). Develop new products with education committees.</p>	<p>Continual digital transformation of the Academy</p>

Financial Management	<p>Assist the Director to develop and meet the annual budget.</p> <p>Proactively identify opportunities for business growth and new member opportunities.</p> <p>Attendance and participation in monthly P&L meetings.</p>	<p>Contribution to achievement of budget targets.</p> <p>Growth of Academy surpluses over time.</p>
People and Culture	<p>Proactively champion and role model a one-company culture and our company values.</p> <p>Promote a high performance and accountability culture.</p>	<p>Consistent demonstration of an energised, collaborative and ownership mindset.</p>

Requirements including essential criteria

Experience and skills	<ul style="list-style-type: none"> • Proven skills in building quality relationships at all levels and engaging stakeholders effectively. • Ability to relate to people from a wide range of positions and backgrounds and forge a professional relationship. • Experience in budgeting and commercial activities. • An excellent communicator with strong written and verbal communication skills. • Strategic thinker that likes to problem solve. • Ability to work to tight deadlines often working across multiple key projects consecutively. • Exceptional project management and, organisational skills and can adapt quickly.
Knowledge	<p>Knowledge of Learning Management Systems.</p>
Education	<p>Degree qualified in a management or marketing discipline or related field preferred</p> <p>Project Management qualification desirable</p>
Work experience	<p>At least 5 years' experience in Operations and Marketing roles.</p> <p>Previous experience in sales and marketing.</p> <p>Demonstrated ability to deliver marketing campaigns.</p> <p>Experience in professional development / education programs preferably in the non-profit or association sector.</p>
Essential requirements	<p>Rights to work in Australia</p> <p>Ability to work out of normal hours</p> <p>Ability to work under pressure in an open-plan office environment.</p> <p>Flexibility to work on different days to meet the demands of the business.</p>