

Job Title:	Marketing and Communications Specialist
Job No:	AA 156
Dept/Business Unit:	Customer Experience and Marketing
Accountable to:	Customer Experience and Marketing Manager
Reporting to:	Customer Experience and Marketing Manager
Our Vision:	Be the leading provider of aviation and aerospace training, helping to shape the future of the industry.
Our Values:	Work Together, Be Accountable, Act Innovatively, Deliver on Customer Needs

PURPOSE

The Marketing and Communications Specialist is responsible for designing and implementing workflows and strategies to support Aviation Australia (AA) daily business operations from marketing to sales activities. The role will work closely with the business to understand the processes in place, from both a B2B and B2C perspective, and align the marketing strategy and processes accordingly.

DUTIES

- Supervise the day-to-day activities of the Marketing & Communications Coordinator.
- Develop and plan various omnichannel campaigns.
- Craft professional, engaging and creative content for a range of marketing mediums including social media platforms, AA's website and intranet, and marketing collateral.
- Play a lead role in developing and implementing a digital marketing strategy that increases brand awareness, drives sales and enhances the overall customer experience.
- Help shape brand positioning.
- Lead market research.
- Provide expert marketing and processes advice to internal stakeholders in order to maximise sales and marketing opportunities.
- Report on the data analytics associated with the marketing strategy, including SEO, providing insight and recommendations to optimise performance. Report on key marketing performance metrics.
- Provide input into various marketing and communications activities, reflecting contemporary knowledge of marketing trends, tools and/or strategies.
- Participate in evaluation, quality assurance and continuous improvement processes.
- Undertake other duties as required by the accountable / reporting manager and senior management.
- Comply with the requirements of Aviation Australia's:
 - Code of Conduct
 - Work Health and Safety legislation
 - Policies and procedures

AUTHORITIES

The Marketing and Communications Specialist has the authority to:

- Update the company website, social media platforms and intranet in accordance with approved strategies and company policies and procedures.

SELECTION CRITERIA**Qualifications**Essential

- Tertiary qualifications in Marketing, Communications, Business or an associated discipline or a minimum of 3 years digital marketing experience.

Desirable

- Appropriate industry qualifications relevant to AA's core business activities.

ExperienceEssential

- A minimum of 3 years' experience working in a marketing role that has a strong digital element.
- Demonstrated experience in website management including search engine optimisation, conversion optimisation and user experience.
- Proven experience using Google Analytics, Google Ad words and social media advertising.
- Experience with common media channels, media bookings and evaluation of promotions and advertising.
- Experience developing a range of marketing and communications materials for a variety of audiences and media with a predominant focus on digital channels.

Desirable

- Photography and video development experience including editing for external distribution in marketing campaigns.
- Experience in the vocational training sector or in a training/learning and development environment.

Knowledge and SkillsEssential

- Solid knowledge and detailed understanding of marketing principles and methodologies.
- Logical thinker with a data driven analytical mindset.
- Excellent written and oral communication skills with high level attention to detail and accuracy.
- Demonstrated ability to undertake qualitative and quantitative research and analyse data to identify trends and make recommendations.

- Up-to-date knowledge of digital marketing trends.
- Ability to deliver consistent messaging across a range of digital platforms and other marketing collateral.
- Digital platform project management skills.
- Demonstrated experience and/or knowledge of how to effectively work with a diverse workforce, to ensure the workplace is safe from discrimination, bullying, harassment or sexual harassment.
- Well-developed interpersonal and customer service skills with the ability to display a courteous and professional manner at all times.
- Ability to interpret and apply legislation, regulations, policies and procedures.
- Demonstrated ability to resolve issues through negotiation and consultation with other team members.
- Well-developed problem-solving skills.
- Demonstrated ability to deal with sensitive issues and maintain confidentiality.
- Strong organisational skills with the capacity to prioritise work, deal with competing demands, manage time effectively and ensure completion of tasks within deadlines.
- Strong computer literacy skills with proficiency in Microsoft Office suite of applications and the ability to become an effective user of new computer systems.
- Preparedness to undertake training as required.

Desirable

- Knowledge and/or understanding of commercial aviation and/or the RTO environment.

Personal Qualities**Essential**

- Be willing to challenge the status quo and bring new ideas and suggestions to the table.
- Be customer focused on everything you do.
- Have an enthusiastic, energetic and motivated approach to work.
- Be assertive with the ability to remain professional and measured in approach, regardless of the situation.
- Actively contribute to ensuring the workplace is a safe environment for everyone by challenging actions or behaviours that could be improved upon or that are inappropriate.
- Be able to build rapport and credibility with stakeholders and develop strong working relationships.
- Be happy to work both independently and within a flexible team environment.
- Be able to interact with internal and external customers from diverse cultural backgrounds, displaying awareness of cross-cultural communication issues.
- Be willing and able to demonstrate initiative and accept responsibility.

JOB DESCRIPTION AGREED

Employee Name: _____ Date: _____

Signature: _____