



POSITION DESCRIPTION

JOB TITLE	Manager Marketing & Publications
REPORTING TO	Chief Operating Officer
DIVISION	Marketing & Publications
LOCATION	Canberra
JOB PURPOSE	<p>The role is accountable for overseeing the production of ACN's publications, online platforms and providing high-level support and guidance to the Manager – Marketing and the Marketing & Publications team.</p> <p>The role is responsible for ensuring that all ACN publications, both print and digital, marketing collateral and online platforms are contemporary, relevant and engaging to the ACN membership and wider nursing profession.</p>
ROLE REQUIREMENTS AND RESPONSIBILITIES	<ul style="list-style-type: none">• Oversee the publication of ACN publications; “The Hive” and “Collegian”• Ensure that ACN's websites are contemporary, easy to navigate for members, students and stakeholders• Maximise engagement and reach for all ACN publications, marketing collateral and online platforms using innovative and contemporary marketing strategies and industry best practice• Develop and deliver consistent reporting and data to inform ELT of progress, outcomes, emerging trends and opportunities• Responsibility for developing, implementing and measuring the success of a ACN's marketing, communications and publication programs to strengthen ACN's brand and reputation• Ensure that all ACN collateral including marketing flyers, policy documents and presentations are professional, contemporary and designed in line with ACN's style guide• Oversee relevant market research and coordinate and monitor relevant market trends• Establish schedules, coordinate workloads and direct the efforts of the marketing and publications team to ensure the team collaborates effectively with other functions with ACN to contribute to the delivery of ACN's strategic plan• Manage all staff within the department effectively• Ensure the most efficient use of all resources in the department• Is aware of, and works according to current legislative requirements and ACN policies and procedures• Other duties allocated in accordance with the employee's range of skills, competence, training and experience or as part of a training/development plan.

FINANCIAL DIMENSIONS	As per the Delegation Manual
PERSONNEL SUPERVISED	Five direct reports
SELECTION CRITERIA	<ul style="list-style-type: none"> • A tertiary qualification in Marketing and/or Communications and relevant work experience • Ability to prepare reporting and data to demonstrate progress, outcomes and opportunities of initiatives to senior stakeholders • Experience in all aspects of developing and maintaining marketing/communication strategies from concept to publication • Knowledge of contemporary approaches to marketing/publications strategies and management • Proven experience in maximising reach and engagement of marketing and publications deliverables • Experience and understanding of online media tools • Demonstrated knowledge of the production of online and print publications • Demonstrated leadership skills • Proven ability and willingness to work collaboratively with a diverse group of internal and external customers. • Demonstrated high-level written and verbal communication skills. • Proven well-developed interpersonal, problem solving and time management skills. • Demonstrated ability to multi-task in a high volume and deadline driven environment whilst maintaining a high standard of work.
PERSONAL ATTRIBUTES	<ul style="list-style-type: none"> • High level of professionalism and presentation standards. • Willingness to align with ACN organisational values and ways of working and being. • Strong desire to be part of a high performing team and contribute to values based leadership and a positive learning organisational culture. • Show initiative, flexibility, adaptability, resilience and organisational skills with a “can do” attitude. • Ability to adapt to change and a capacity to give and receive feedback. • Ability to engage stakeholders and represent ACN in a positive and professional manner. • Outcomes focused and capable of exercising good judgement.
PURPOSE BASED INDICATORS	<ul style="list-style-type: none"> • As agreed with line manager

I acknowledge receipt of this position description and have reviewed the contents.

Signature _____ Date _____