

Position Description: National Marketing Manager

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	National Marketing Manager
Business Unit & Location	Communications, Media & Marketing
Reports to	National Marketing Director
Direct reports	4

Position Purpose	The National Marketing Manager will have an instrumental role in the development and execution of marketing strategies and digital content for the Property Council. The role will enhance brand consistency and recognition and work collaboratively across the business to drive national campaigns and marketing activities for maximum commercial impact and member value.
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Relationships	
Key Internal Relationships	<ul style="list-style-type: none"> • Head of Communications, Media & Marketing & Team • Executive Directors • Commercial Managers and teams • Communications Committee • National Membership Director • Advocacy Teams • People & Culture
Key External Relationships	<ul style="list-style-type: none"> • Sponsors • Members

Key responsibilities and tasks		
Key responsibility area	Key tasks	Measure of success
Marketing strategy and content	<p>Manage the execution of national marketing plans and digital content.</p> <p>Ownership of workflow management through Asana, ensuring adherence to timelines and budgets.</p> <p>Manage a team of marketing professionals to deliver effective campaigns and engaging content, controlling prioritisation of tasks and ensuring a fair distribution of workload.</p>	<p>Campaign outcomes and commercial outcomes.</p> <p>Quality of content.</p> <p>Stakeholder feedback.</p> <p>Engagement analytics.</p> <p>Employee Feedback</p> <p>Stakeholder feedback.</p>

	<p>Proactively engage and liaise with clients and stakeholders to ensure prompt de-escalation of potential issues. Work collaboratively across business units and Divisions to execute campaigns around major events and activities (including membership renewal drive, The Property Congress, awards, diversity and inclusion initiatives, Academy courses and research products.)</p> <p>Work collaboratively with the National Marketing Director to optimise advertising and digital marketing revenues.</p>	Advertising/sponsorship revenue growth
Branding	<p>Collaborating with teams across the business to ensure consistency and compliance with brand guidelines,</p> <p>Manage and direct a team of marketing professionals who are responsible for design and curation of content.</p>	<p>Brand content is consistent across all communications.</p> <p>All branding collateral is centralised, up-to-date and accessible.</p>
Digital Marketing	<p>Co-ordinate national campaigns and marketing activities across all channels for maximum impact and engagement.</p> <p>Effective and timely management of social channels to maximise impact and reinforce key messaging.</p> <p>Manage multiple stakeholder needs and competing priorities, to ensure all business units receive quality advice and service, and in turn, meet their objectives.</p>	<p>Commercial and campaign outcomes.</p> <p>Stakeholder feedback.</p>
Analysis and Reporting	<p>Assist with collating and presenting analytics to stakeholders.</p> <p>Interpret analytical data to gain insights.</p>	<p>Delivery and accuracy of reports.</p> <p>Concise analysis of results.</p> <p>Engagement levels and commercial returns.</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>Mentoring and coaching of direct reports</p>	Consistent demonstration of an energised, collaborative and ownership mindset.

Requirements including essential criteria

<p>Experience and skills</p>	<p>Minimum 5+ years' Account Management and Campaign Management experience within a fast-paced marketing function</p> <p>Ability to lead a high-performing team in a fast-paced service-oriented environment.</p> <p>Ability to take a brief and manage stakeholder expectations.</p> <p>Excellent time and project management skills and able to meet deadlines on time and on budget.</p> <p>Sound appreciation of branding principles</p> <p>Exposure in creating content and delivering digital marketing campaigns.</p> <p>Ability to work in a complex authorising environment.</p> <p>Excellent communication skills both written and verbal.</p> <p>Experience with social media platforms within a business environment.</p> <p>Experience with content management systems and email campaign software.</p>
<p>Education</p>	<p>Relevant qualifications in communication, marketing or equivalent</p>
<p>Essential requirements</p>	<p>Long and irregular hours will be required from time to time.</p> <p>Occasional weekend work.</p> <p>COVID-19 Vaccination – In addition to the Property Council's premises requiring full COVID-19 vaccination as a condition of entry, the Property Council also requires the incumbent to be fully vaccinated with an approved COVID-19 vaccine. Fully vaccinated means an initial double dose, with an on-going requirement to receive COVID-19 vaccine booster doses as recommended from time to time.</p>

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