



Position Description: Marketing and Membership Manager

Job title	Marketing and Membership Manager
Reports to	Board Liaison and Permaculture Australia Board of Directors

Position Scope and purpose

The Marketing and Membership Manager is central to the operations of Permaculture Australia, a company limited by guarantee and a registered charity and environmental organisation. The position is one of three part-time paid positions within PA and reports to the Board liaison, currently the Secretary.

The Marketing and Membership Manager is responsible for membership, partnership and Patron management, the marketing of PA and supporting the administrative functions of the Board and of the whole organisation. They work with the other paid positions as part of a team and assist the Board and teams in facilitating the diversification of income streams to PA.

The Marketing and Membership Manager is integral to growing all categories of membership, including promoting the benefits of PA membership, to strengthen and grow the organisation further. This includes establishing and maintaining relationships with a variety of organisations and businesses as part of partnership benefits to members and promoting donations to PA to support various activities and projects.

Duties and responsibilities

- Develop and facilitate the implementation of improved and new member services and benefits in collaboration with the Board and Teams.
- Support and promote new members and renewing members, aiming for member growth and a high retention of existing members.
- Ensure timely responses to enquiries to hello@ with reference to the Board or Board liaison for a decision as necessary.
- Provide monthly reports to Board meetings, including new members for approval and develop proposals for Board meetings as needed. In-between meetings, keep the Board informed on key issues that arise.
- Manage and maintain the membership database (Memberpress).

- Produce a monthly e-news for the subscriber list.
- Undertake marketing and advocacy activities where appropriate, to promote PA membership and Permaculture Australia.
- Support the Webmaster in member and other content and updates to the website as needed.
- Support Teams with their activities where necessary and with Projects approved by the Board.
- Assist each new board with their induction.
- Ensure the confidentiality of membership and other administrative information, and that it is updated regularly and saved centrally to facilitate regular backups. ● Assist the Secretary in the preparation of the Annual Report and AGM. ● Establish and/or maintain documentation of processes, stored centrally, to ensure a smooth handover or backfill should the need arise.
- Other work as directed by the Board liaison and Board of Directors. ● Regular communication with the Board liaison via email and virtual meetings forums is required (30 mins/fortnight for paid staff meeting)

Qualifications, Skills and Experience

Essential:

1. High level of organisational skills including managing time effectively and meeting deadlines.
2. Demonstrated ability to communicate clearly (verbal and written), and to provide succinct information to people from a variety of backgrounds.
3. Experience with management and recruitment of members to professional organisations.
4. Demonstrated ability to take the initiative, liaising and negotiating with possible partnerships and others as needed or as opportunities arise.
5. Marketing and promotion experience.
6. High level of proficiency with email, social media platforms, making visually appealing posts, writing short articles and use of google drive and associated files.
7. Ability to manage a membership database system and send bulk emails.
8. Demonstrated ability to work independently with limited supervision using tact, discretion and judgement.
9. Proven high level of honesty and integrity, consistent with position of trust and maintaining confidentiality.

Desirable

10. Experience with Permaculture Australia or a similar organisation.
11. Experience working with and recruiting volunteers and/or working with a Board of Directors.
12. Project management experience.
13. Experience with WordPress, MemberPress and Mailerlite.
14. Experience in planning and implementing publicity and/or fundraising strategies and campaigns.

Special Requirements

Membership of Permaculture Australia or commitment to do same. Attendance at the Annual General Meeting of Permaculture Australia (in person/online).

Working conditions

Working days/hours are mostly flexible with some consistency preferred to overlap with other staff and provide clarity around availability to volunteers, including the Board. The position activities are conducted virtually/online and via email and phone. You will work from your home office and reliable, high speed internet access is a requirement. Inter meeting communication is by group email, phone and virtual meeting forum software. At times, with advance notice, you may be required to join for part of Board meetings which are currently held monthly on the third Monday evening. Requests may be made for other meetings out of normal business hours.

Contract, Pay and Time Commitment

This contractor position is envisaged as ongoing with scope for change depending on future directions of Permaculture Australia. It is offered in the first instance as a contract up until the end of December 2022, with a review at 6 weeks and after 6 months in the position.

Payment is at a rate of \$35 per hour for up to 30 hours per fortnight or 65 hours per month. Payment is contingent on submission of invoice to maximum \$2275 per month or \$1050 per fortnight under contractor arrangement (ABN required).

Direct reports

Communications volunteers

Approved by:	<i>Permaculture Australia Board of Directors</i>
Date approved:	<i>5 October 2021</i>
Review:	Annual review. Next review: by November 2022