

MARKETING AND ENGAGEMENT OFFICER



Leadership Victoria (LV), is an innovative, independent social enterprise. Our vision is Purposeful leadership for an inclusive, equitable and sustainable society and we exist to foster leadership that inspires, connects and transforms.

For over 30 years, we have been connecting and empowering leaders across business, government and community sectors, enabling them to exercise the leadership required to address today's complex challenges and contribute to positive economic, social and environmental outcomes. We purposefully connect leaders with diverse backgrounds, experiences and perspectives to enable fresh thinking on complex challenges. We facilitate powerful networks that endure beyond our programs, enabling leaders to amplify their leadership impact in their organisations, sectors and communities. We value and live the behaviours of Courage, Integrity, Curiosity and Respect.

This role:

It's a very exciting time to be joining LV. The organisation has undergone significant change in the last 18 – 24 months with new leadership and renewed focus on the impact of our leadership development programs.

As an integral part of a small team, you'll be supporting the Partnerships and Business Development Lead and the Marketing & Communications Lead to promote and market LV's innovative leadership programs (including the flagship Williamson Leadership Program), attract values-aligned candidates, drive enrolments and develop content to raise the profile of LV in the marketplace in a way that demonstrates our impact and clearly differentiates us from other providers.

Key responsibilities:

- Create engaging content for social media, EDMs, monthly newsletter and website (e.g.Social tiles, videos, digital brochures etc.)
- Provide excellent customer service and advice to all new and repeat customers, including responding to enquiries and guiding customers through the buying journey
- Provide sales support for Leadership Programs including helpdesk, transfers, Awardforce application management, Eventbrite registrations and internal administration
- Update and maintain the Leadership Victoria website on WordPress
- Assist in the development of traditional marketing materials including design and copywriting for brochures, flyers and presentations
- Source news and human impact stories from our impressive alumni
- Support the development of proposals and tenders for customised work opportunities
- Content scheduling and engagement on LinkedIn and other social media channels
- Maintain robust, data driven sales and marketing metrics, including Google and Data Analytics, sales funnel reports, enrolments, revenue and customer pipelines



You are:

- A sales and marketing all-rounder with an understanding of both lead generation and conversion
- Outcome focused - you are a self-starter and driven to achieve targets
- Social media savvy
- Resourceful, collaborative and curious about how to best engage audiences and willing to experiment
- Positive, creative, and adaptable
- Excited by the opportunity to work in a social enterprise environment with a small, dynamic, purpose-driven team
- Enjoy dealing with a range of external stakeholders including customers, alumni and HR leaders.

The skills, experience and qualifications you bring will include:

- Tertiary qualification in marketing, communications, public relations or related field; with 2-3 years' experience in sales and/or marketing and communications
- Excellent relationship management skills (a demonstrated record of converting leads to sales highly desirable)
- Strong written and oral communication skills
- Strong project management skills
- Copywriting skills with an eye for detail
- Graphic design and video editing skills (Canva or Adobe Suite)
- Experience in using customer relationship management tools (e.g. HubSpot or Salesforce)
- Experience in using content management systems (e.g. Wordpress or WIX) to manage website maintenance and delivery
- Experience in compiling online data analytics (e.g. Google Data Studio, LinkedIn analytics)- desirable

Terms and Conditions

This is a 5-days per week role, 12mth fixed term contract, with the possibility of an ongoing role. Salary range \$60k - \$70k per annum plus super.

In addition to standard annual leave provisions, Leadership Victoria provides 3 'Grace and favour' days which are to be taken in the week in which the Christmas/Boxing Day public holidays fall, and generous parental leave.

LV is committed to providing flexibility and balance for our entire team.

There will occasionally be a requirement to attend activities outside of normal business hours.

Employment terms and conditions will be consistent with the Fair Work Act and set out in a contract of employment. Annual salary will reflect individual skills and experience.

How to apply

Please send an email with your CV and cover letter to Nathan Reynolds, Partnerships and Business Development Lead (nathan@leadershipvictoria.org), setting out why this role appeals to you and the qualities, skills and experience you will bring to LV.