



Australasian College  
for Emergency Medicine

# Position Description

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Position Title	Manager, Marketing
Department	Membership Development and Promotions
Date Reviewed	

Incumbent Name		
Signature		Date

## College Overview

The Australasian College for Emergency Medicine (ACEM) is a not-for-profit organisation responsible for the training, assessment and continuing professional development of emergency physicians as well as the advancement of professional standards in emergency medicine in Australia and Aotearoa New Zealand.

Our vision is to be the trusted authority for ensuring clinical professional and training standards in the provision of quality, patient-focused emergency care.

Our mission is to promote excellence in the delivery of quality emergency care to all our communities through our committed and expert members.

The ACEM Core Values which employees and members hold themselves and others accountable are:

- Equity
- Respect
- Integrity
- Collaboration

## Department Overview

The Department of Membership Development and Promotion is responsible for the provision of services, initiatives, resources and programs to further develop and increase the College's membership and to enhance member value, experience and engagement through curated content, events, services and support. The Department currently has several stands of activity arranged into Units, each of which is led by a Manager, who reports to the Executive Director, as follows:

- *Communications and Branding:* Responsible for delivering communications and brand content for Membership and College initiatives, promoting ACEM's membership benefits and brand strategies, and maintaining digital platforms for content delivery.

- *Events and Sponsorship*: Execute a large portfolio of ACEM-approved meetings, conferences, exhibitions, symposiums, and other events across Australia and New Zealand, providing comprehensive end-to-end support or partial delivery as needed.
- *Membership and Culture*: Responsible for managing the administration of incoming and outgoing College members and providing programs, initiatives, and resources to support the wellbeing, engagement, and culture of Members and trainees throughout their membership journey.
- *Member Experience*: The purpose of this unit is to a) evaluate the departments digital platforms and processes to enhance engagement with our members and improve membership offerings and b) to provide support several virtual communities of practice (Networks) that enable members with a special interest to connect and share

## 1. Position Purpose

The ACEM Marketing Manager is responsible for developing and implementing a functional, sustainable marketing strategy to enhance the College's visibility and promote its educational engagement and sponsorship opportunities. These opportunities include, but are not limited to, ACEM training programs, maintaining and growing ACEM CPD sign-ups, increasing event attendees, and drive the purchases of on-demand content. With a focus on driving engagement and promoting all ACEM benefits, this role supports the growth and development of the College's brand. Working across the entire College, the Marketing Manager will conduct appropriate research and analyse all relevant data to ensure appropriate marketing strategies are tailored to a diverse audience across all marketing channels, including social media.

## 2. Key Responsibilities

- Develop and implement a functional, sustainable marketing strategy to enhance ACEM's visibility and member growth with a focus on all ACEM's Educational and Engagement opportunities including but not limited to: Engaging as a ACEM Volunteer, ACEM Training Programs, ACEM CPD, ACEM Events and other ACEM Benefits
- Market Research: Perform market research to stay updated on marketing trends, competitor actions, and audience segmentation, inclusive of members and/or non-members
- Data Analyse: acquire and review all forms of data to customise marketing strategies for all identified audiences
- Drive Engagement and Promote ACEM Benefits to a diverse audience including Members and Non-Members
- Brand Implementation: In collaboration with Communication and brand strategy team, implement consistent messaging and branding across all marketing channels and products to streamline ACEM's core identity and values.
- Partnerships and Collaborations: Explore opportunities for strategic partnerships with relevant organisations or institutions to expand ACEM's reach and influence within the emergency medicine community.
- Budget Management: Effectively manage the marketing budget to optimise resources and achieve maximum ROI for marketing initiatives.
- Evaluation and Optimisation: Continuously monitor and evaluate the performance of marketing campaigns using analytics tools and use insights to refine strategies and improve outcomes over time.
- Support the implementation and maintenance of any approved ACEM platforms to support Marketing activities e.g Customer/ Member Relationship Management solution.

## 3. Key Skills, Qualifications and Attributes

Essential:

- **Strategic Thinking:** Ability to develop long-term marketing strategies aligned with business objectives.
- **Market Research:** Proficiency in conducting thorough market research to understand customer needs, trends, and competitors.
- **Digital Marketing:** Strong understanding of various digital marketing channels such as social media, SEO, email marketing, and PPC.
- **CRM Knowledge:** Understanding of Customer Relationship Management (CRM) systems to manage customer data effectively and personalize marketing efforts.
- **Analytical Skills:** Ability to analyse data and metrics to measure campaign performance and make informed decisions.
- **Leadership:** Capability to lead and motivate department team members to achieve targets and deliver results.
- **Creativity:** Capacity to think creatively and develop innovative marketing campaigns and strategies.
- **Communication:** Excellent verbal and written communication skills to convey ideas effectively to internal teams and external stakeholders.
- **Budget Management:** Experience in managing marketing budgets efficiently and allocating resources effectively.
- **Project Management:** Proficient in managing multiple projects simultaneously, setting priorities, and meeting deadlines.
- **Adaptability:** Ability to adapt to changes in market conditions, consumer behaviour, and industry trends.

**Desirable:**

- Diploma or Advanced Degree in Marketing
- International Marketing Experience
- Content Marketing Skills
- Public Relations
- Graphic Design Skills
- Negotiation Skill
- Sales Experience
- Cross-functional Collaboration
- Innovation Mindset

#### 4. Workplace Health and Safety

All employees have a personal responsibility to work safely and to abide by health and safety legislation, policies, rules and established safe work practices. All employees are responsible for their own safety and that of fellow employees.

#### Organisational Relationships

Reports to	Executive Director Membership Development and Promotion
Supervision of	Nil
Internal Liaison	All ACEM Employees Members and trainees of the College
Committee Liaison	Board Members COE Education Strategy and Engagement Committee (new) Educational Resources Panel
External Liaison	Software providers

## **Additional Information**

- May involve work outside normal business hours to meet business objectives.
- Interstate and/or overseas travel may be required.