

## Digital Marketing Manager

Permanent, Full Time | Sydney CBD

Infrastructure Partnerships Australia is a non-for-profit industry think tank and an executive member network, providing research focused on excellence in social and economic infrastructure. We exist to shape public debate and drive reform for the national interest.

We work with prominent member organisations from the private and public sector across Australia and we are big on delivering exceptional user experiences across our services, including digital platforms. We strive for a culture of transparency, respect for each other, collaboration, integrity and having a forward-thinking mindset.

We are a small and young team of policy, advocacy, event and digital production leaders in our fields that are passionate about what we do, and we are looking for our next integral team leader to oversee the development of the main website as well as associated web platforms, our presence on social media sites and the production of videos and podcasts.

### The Opportunity

Joining the Executive Leadership Team and reporting to the Chief Executive Officer, the Digital Marketing Manager will lead the creation, transformation, development, and execution of digital strategy. You will manage performance of the digital work programme, team and digital experience across all channels.

Your leadership in delivering integrated digital solutions will be key. Focus will be on:

- Digital Experience - including websites, content and maintenance
- Digital Marketing – including social media and email marketing
- Digital Services – including product management of podcasts etc.

Moreover, you will champion digital delivery throughout the organisation, ensuring key stakeholders are inspired, consulted and kept informed.

### About You

You will bring previous experience in a similar leadership role involving a multidisciplinary digital team. In addition, you will have experience of setting-up, developing and implementing organisation-wide strategies, roadmaps and frameworks.

You will also be able to demonstrate where you have made a difference across the three technical areas of specialism within the team: Digital Experience, Digital Marketing, and Digital Services.

Excellent project and change management skills are key, involving examples of delivering great outcomes via collaboration across different teams and departments.

It's also essential that you have strong analytical and problem-solving skills, as well as the ability to drive performance and embed new ways of working. As well as being able to work in a fast-paced environment and have strong attention to detail.

## Key Responsibilities

- Providing high quality web development and digital platform expertise to inform the CEO, and the executive team, advising on the digital & web strategy
- Manage digital platforms and ensure these are developed to the highest standards, leading edge and fulfil the needs of the business and members
- Must be accountable and have a detailed understanding of emerging technologies and digital tools
- Responsible for the formulation and implementation of the web & digital strategy, setting goals, determining action to achieve goals and mobilise resources effectively
- Manage, develop and motivate a team of digital specialists, taking overall accountability for the development of long-term capabilities
- Working closely with internal and external stakeholders to lead on business-critical projects ensuring timely delivery

## Required Attributes

- Degree in Information Technology, Communication Science, Marketing, Advertising or equivalent
- Must have at least three years' experience in the same or similar role
- Thorough understanding of digital touch points and online interactions
- Familiar with identifying emerging technologies that places the company at the leading edge of our industry, providing a business case, making recommendations and execution of plans
- Excellent people skills with the ability to manage in an agile workforce
- Must have the ability to communicate both verbally and in writing
- Experience of providing real time data, analytics, and reporting

## Working With Us

- Full time permanent contract
- Work from Sydney CBD based office
- Flexible working policy
- Some interstate travel may be required
- Remuneration will be a gross salary package negotiated on relevant skills and experience (it will include superannuation, personal leave, annual leave and any other statutory entitlements)
- The Infrastructure Partnerships Australia office closes over the Christmas – New Year period. Our practice is to maximise the Christmas period for staff holidays
- Annual leave entitlement is 20 days per annum accrued on a pro-rata basis, and
- Personal leave – ten (10) days per annum (this includes sick leave and carers leave).

**Does this role sound like you? If so, we'd love to hear from you.**

Apply now (with a cover letter) and we will be in touch soon: [IPACareers@infrastructure.org.au](mailto:IPACareers@infrastructure.org.au)