**Position Family: Marketing**

*Brand*

Functional Lead of Marketing - Brand [EXE.MK020.6](#bookmark330)

 Brand Manager [MKT.20014.5](#bookmark331)

 Senior Marketing Consultant - Brand [MKT.20501.4](#bookmark332)

 Marketing Consultant - Brand [MKT.20501.3](#bookmark333)

*Communications*

Functional Lead of Marketing - Marketing Communications [MKT.20211.6](#bookmark334)

Marketing Manager - Marketing Communications [MKT.20315.5](#bookmark335)

Senior Marketing Consultant - Marketing Communications [MKT.20225.4](#bookmark336)

Marketing Consultant - Marketing Communications [MKT.20406.3](#bookmark337)

Marketing Manager - Internal Communications [MKT.20715.5](#bookmark338)

 Senior Marketing Consultant - Internal Communications [MKT.20715.4](#bookmark339)

Marketing Consultant - Internal Communications [MKT.20715.3](#bookmark340)

*Corporate Affairs*

Head of Corporate Affairs [EXE.CA010.7](#bookmark341)

Corporate Social Responsibility Manager [FIN.30106.6](#bookmark342)

Marketing Manager - Corporate Affairs [MKT.20415.5](#bookmark343)

Senior Marketing Consultant - Corporate Affairs [MKT.20325.4](#bookmark344)

Marketing Consultant - Corporate Affairs [MKT.20106.3](#bookmark345)

*Customer Experience*

 Customer Experience Manager [MKT.20030.5](#bookmark346)

 Customer Experience Team Leader [MKT.20030.4](#bookmark347)

 Customer Experience Analyst [MKT.20030.3](#bookmark348)

*Digital/Online*

General Manager - Digital/Online [EXE.DG010.7](#bookmark349)

Marketing Manager - Digital/Online [MKT.20090.5](#bookmark350)

Senior Marketing Consultant - Digital/Online [MKT.20090.4](#bookmark351)

Marketing Consultant - Digital/Online [MKT.20090.3](#bookmark352)

Senior SEO/SEM Specialist [MKT.20060.4](#bookmark353)

SEO/SEM Specialist [MKT.20060.3](#bookmark354)

Digital/Online Content Team Leader [ITC.45255.4](#bookmark355)

Senior Digital/Online Content Author [ITC.45255.3](#bookmark356)

Digital/Online Content Author [ITC.45135.2](#bookmark357)

*Generalist*

Chief Marketing Officer [EXE.MK010.7](#bookmark358)

Functional Lead of Marketing - Generalist [MKT.20011.6](#bookmark359)

Marketing Manager - Generalist [MKT.20115.5](#bookmark360)

Senior Marketing Consultant - Generalist [MKT.20025.4](#bookmark361)

Marketing Consultant - Generalist [MKT.20206.3](#bookmark362)

Marketing Associate [MKT.20004.2](#bookmark363)

Campaign Delivery Manager [MKT.20002.4](#bookmark364)

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**Position Family: Marketing**

*Graphic/Visual Design*

Graphic/Visual Design Manager [TEC.92201.5](#bookmark365)

Graphic/Visual Design Team Leader [ITC.46035.4](#bookmark366)

Senior Graphic/Visual Designer [ITC.45135.3](#bookmark367)

Graphic/Visual Designer [ITC.45035.2](#bookmark368)

 Head of Design [TEC.92201.6](#bookmark369)

*Investor Relations*

Functional Lead of Marketing - Investor Relations [EXE.CA030.6](#bookmark370)

Investor Relations Manager [MKT.21415.5](#bookmark371)

Investor Relations Consultant [MKT.21415.3](#bookmark372)

*Segment/Channel*

Functional Lead of Marketing - Segment/Channel Marketing [MKT.20111.6](#bookmark373)

Marketing Manager - Segment/Channel Marketing [MKT.20215.5](#bookmark374)

 Media Manager (Media, Advocacy & Brand) [MKT.20220.5](#bookmark375)

Senior Marketing Consultant - Segment/Channel Marketing [MKT.20125.4](#bookmark376)

Marketing Consultant - Segment/Channel Marketing [MKT.20306.3](#bookmark377)

*Social Media*

Social Media Strategy Manager [MKT.20022.5](#bookmark378)

Social Media Team Leader [MKT.20022.4](#bookmark379)

Senior Social Media Specialist [MKT.20022.3](#bookmark380)

Social Media Specialist [MKT.20022.2](#bookmark381)

*Sponsorship & Events*

Marketing Manager - Sponsorships [MKT.20005.5](#bookmark382)

Marketing Consultant - Sponsorships [MKT.20005.3](#bookmark383)

Marketing Manager - Events [MKT.20006.5](#bookmark384)

Senior Marketing Consultant - Events [MKT.20006.4](#bookmark385)

Marketing Consultant - Events [MKT.20006.3](#bookmark386)

*Technical/B2B*

Marketing Manager - Technical Marketing [MKT.20615.5](#bookmark387)

Senior Marketing Consultant - Technical Marketing [MKT.20525.4](#bookmark388)

Marketing Consultant - Technical Marketing [MKT.20606.3](#bookmark389)

**Position title: Functional Lead of Marketing - Brand Aon Position code: EXE.MK020.6**

**Level: 6**

**Responsible for**

Working with the senior management to create the brand vision for the organisation and ensuring effective communication internally and externally

# Report to

Chief Marketing Officer

# Supervises

Team of marketing professionals

# Main activities

* Creating an overall brand strategy for the organisation and working with the communications department to effectively communicate this to the general public and other external stakeholders
* Planning, directing, and controlling policies and plans that attain specific image-related objectives that reinforce the overall position of products and services.
* Developing and implementing a marketing, branding, and promotional program to stimulate demand for company products or particular line of key products.
* Using market research, product analysis, and customer feedback to recognise opportunities for advancing the brand across a range of products and categories.

# Key skills

* Brand management
* Marketing research
* People management
* Stakeholder management

# Internal contacts

Chief Marketing Officer, Marketing department, Business Unit Heads, Function Heads

# External contacts

Marketing research agencies, External consultants

# Typical experience

15+ years of experience in the marketing function with at least 10+ years in brand management

# Other comments

**Position title: Brand Manager**

**Aon Position code: MKT.20014.5**

**Level: 5**

**Responsible for**

Managing the development, market share and profitability of strategically important products or brands for either a particular product or industry.

# Report to

Marketing Director.

# Supervises

Marketing Assistant and/or Product Managers.

# Main activities

* Developing and/or Contributing significantly to the overall marketing strategy of a specific product or product line.
* Managing product sales budgets and continually monitoring actual product performance against forecasted sales.
* Developing promotional/advertising strategies and collateral, often in conjunction with advertising agencies, that are consistent with corporate image and objectives.
* Coordinating all market research to ensure maximum target market intelligence.Identifying new marketing opportunities and analysing competitor activity.
* Playing a significant role in product enhancement decisions.
* Assisting in the development of complex pricing and discount policies.
* Providing product training to sales force.
* Overseeing product design and enhancement activities.

# Key skills

* Strong professional marketing skills.
* Analysing and interpreting market research data.
* Excellent communication skills, both written and verbal.

# Internal contacts

Sales, Customer Support, Marketing Communications, Marketing Administration, Accounting, Human Resources/Training.

# External contacts

Advertising Agencies, Market Research companies, Product Promotion Companies, Public Relations Agencies, Customers, Government Officials.

# Typical experience

At least 7 - 12 years similar experience, coupled with tertiary qualifications in Business/Marketing or similar.

# Other comments

**Position title: Senior Marketing Consultant - Brand Aon Position code: MKT.20501.4**

**Level: 4**

**Responsible for**

The effective and timely delivery of event management solutions

# Report to

General Manager - Marketing, Brand Manager or Marketing Communications/Public Relations Manager.

# Supervises

No supervisory responsibilities.

# Main activities

* Coordinating market research and identifying new marketing opportunities.
* Coordinating product design activities.
* Projecting sales forecasts and developing product budgets.
* Organising promotional campaigns.
* Preparing technical product information and providing product training to the Sales force.
* Maintaining customer contact and analysing competitor activity.
* Reporting on actual product sales in relation to targets.
* Liaising closely with Advertising Manager or Agency and recommending advertising strategies.
* Developing marketing plan.

# Key skills

* Exposure to product promotion and advertising.
* A strong statistical or commercial background.

# Internal contacts

Sales Management and Sales; Design/Development Managers and staff; Manufacturing staff; Marketing Administration Manager; Management Accountant; Human Resources/Training Manager.

# External contacts

Advertising Agency; Market Research Companies; Product Promotion Companies; Public Relations Agencies; Customers.

# Typical experience

May have a University degree or similar tertiary level qualification (could be in a Technical discipline) with at least 5+ years of experience.

# Other comments

**Position title: Marketing Consultant - Brand Aon Position code: MKT.20501.3**

**Level: 3**

**Responsible for**

The effective and timely delivery of event management solutions

# Report to

General Manager - Marketing, Brand Manager or Marketing Communications/Public Relations Manager.

# Supervises

No supervisory responsibilities.

# Main activities

* Coordinating market research and identifying new marketing opportunities.
* Coordinating product design activities.
* Projecting sales forecasts and developing product budgets.
* Organising promotional campaigns.
* Preparing technical product information and providing product training to the Sales force.
* Maintaining customer contact and analysing competitor activity.
* Reporting on actual product sales in relation to targets.
* Liaising closely with Advertising Manager or Agency and recommending advertising strategies.
* Developing marketing plan.

# Key skills

* Exposure to product promotion and advertising.
* A strong statistical or commercial background.

# Internal contacts

Sales Management and Sales; Design/Development Managers and staff; Manufacturing staff; Marketing Administration Manager; Management Accountant; Human Resources/Training Manager.

# External contacts

Advertising Agency; Market Research Companies; Product Promotion Companies; Public Relations Agencies; Customers.

# Typical experience

May have a University degree or similar tertiary level qualification (could be in a Technical discipline) with at least 2 - 5 years of experience

# Other comments

**Position title: Functional Lead of Marketing - Marketing Communications Aon Position code: MKT.20211.6**

**Level: 6**

**Responsible for**

Developing and controlling strategies to achieve a high level of brand/product awareness and preference within target markets.

# Report to

Head of Marketing and/or General Manager or Business Unit Manager.

# Supervises

Depending on organisation size and structure, may supervise a combination of Marketing Managers and/or Marketing Consultants.

# Main activities

* Working with Senior Management to build and implement marketing communications plans in line with business strategy.
* Conveying the company message through the direction of the organisation's marketing communications strategies including media coverage, contributed articles and press releases.
* Providing interpretation and counsel to Senior Management regarding marketing communications strategies including the governance of key messages, tactics, budgets, timing and measurement.
* Directing and contributing to the continual development of strong media and analyst relations within the media marketplace.
* Recommending and managing the internal dissemination of company news, announcements, marketing event calendars and other communications.
* Acting as the organisation's spokesperson where necessary.

# Key skills

* Excellent verbal and written communications skills.
* Excellent presentation skills.

# Internal contacts

Marketing and Sales departments, and Senior Management.

# External contacts

Advertising agencies, media, Public Relations Consultants, conference organisers.

# Typical experience

10+ years experience in marketing, coupled with relevant tertiary qualifications.

# Other comments

This position is predominantly focused on the function of marketing communications.

# Position title: Marketing Manager - Marketing Communications Aon Position code: MKT.20315.5

**Level: 5**

**Responsible for**

Managing the development of relationships with key market influencers to achieve a high level of brand/product awareness and preference within target markets.

# Report to

Depending on organisation size and structure, Head of Marketing, Functional Lead of Marketing.

# Supervises

Depending on organisation size and structure, may supervise a combination of Marketing Consultants, Marketing Associates or Marketing Administration staff.

# Main activities

* Working with Senior Management to build and implement marketing communications solutions in line with business strategy.
* Conveying the company message through the managing of the organisation's marketing communications program including media coverage, contributed articles and press releases.
* Recommending newsworthy data and product announcements in line with product marketing.
* Developing strong media and analyst relations within the media marketplace.
* Managing the effectiveness of all marketing communications activities including the governance of key messages, tactics, budgets, timing and measurement.
* Managing the effective internal dissemination of company news, announcements, marketing event calendars and other communications.
* Acting as the organisation's spokesperson where necessary.

# Key skills

* Excellent verbal and written communications skills.
* Excellent presentation skills.

# Internal contacts

Marketing and Sales departments, and Senior Management.

# External contacts

Advertising agencies, media, Public Relations Consultants, conference organisers.

# Typical experience

8+ years experience in marketing, coupled with relevant tertiary qualifications.

# Other comments

This position is predominantly focused on the function of marketing communications.

# Position title: Senior Marketing Consultant - Marketing Communications Aon Position code: MKT.20225.4

**Level: 4**

**Responsible for**

Communicating and managing relationships with key market influencers to achieve a high level of brand/product awareness and preference in alignment with the company's message/strategy.

# Report to

Depending on organisation size and structure, Head of Marketing, Functional Lead of Marketing or Marketing Manager.

# Supervises

May supervise Marketing Associates or Marketing Administration staff.

# Main activities

* Working with line management groups to build and implement marketing communications solutions in line with business needs.
* Conveying the company message through the organisation's marketing communications program including media coverage, contributed articles and press releases.
* Working closely with product marketing to leverage newsworthy data and product announcements.
* Developing strong media and analyst relations within the media marketplace.
* Evaluating the effectiveness of all marketing communications activities including the success of key messages, tactics, budgets, timing and measurement.
* Ensuring effective internal dissemination of company news, announcements, marketing event calendars and other communications.
* Acting as the organisation's spokesperson where necessary.

# Key skills

* Excellent verbal and written communications skills.
* Excellent presentation skills.

# Internal contacts

Marketing and Sales departments of the organisation.

# External contacts

Advertising agencies, media, Public Relations Consultants, conference organisers.

# Typical experience

5+ years experience in marketing, coupled with relevant tertiary qualifications.

# Other comments

This position is predominantly focused on the function of marketing communications.

# Position title: Marketing Consultant - Marketing Communications Aon Position code: MKT.20406.3

**Level: 3**

**Responsible for**

Communicating and managing relationships with key market influencers to achieve a high level of brand/product awareness and preference within target markets.

# Report to

Depending on organisation size and structure, Functional Lead of Marketing or Marketing Manager.

# Supervises

No supervisory responsibilities.

# Main activities

* Conveying the company message through the organisations marketing communications program including media coverage, contributed articles and press releases.
* Working closely with product marketing to leverage newsworthy data and product announcements.
* Developing strong media and analyst relations within the media marketplace.
* Evaluating the effectiveness of all marketing communications activities including the governance of key messages, tactics, budgets, timing and measurement.
* Ensuring effective internal dissemination of company news, announcements, marketing event calendars and other communications.

# Key skills

* Excellent verbal and written communications skills
* Excellent presentation skills

# Internal contacts

Marketing and Sales departments of the organisation.

# External contacts

Advertising agencies, media, Public Relations Consultants, conference organisers.

# Typical experience

3+ years experience in marketing, coupled with relevant tertiary qualifications.

# Other comments

This position is predominantly focused on the function of marketing communications.

# Position title: Marketing Manager - Internal Communications Aon Position code: MKT.20715.5

**Level: 5**

**Responsible for**

Developing and implementing a wide range of internal communications plans that will address communications across multiple stakeholders (internally) to ensure that stakeholders are aware and actively engaged.

# Report to

Head of Marketing

# Supervises

Internal Communications Advisor

# Main activities

* Working with Senior Management to build and implement internal communications solutions in line with business strategy.
* Conveying the company message through the managing of the organisation's internal communications program.
* Managing the effectiveness of all internal communications to stakeholders at multiple levels.
* Establish effective internal communication systems and processes.

# Key skills

* Excellent verbal and written communications skills.
* Excellent presentation skills.

# Internal contacts

Marketing department, Senior Management.

# External contacts Typical experience

8+ years experience in marketing, coupled with relevant tertiary qualifications.

# Other comments

This position is predominantly focused on the function of internal communications.

# Position title: Senior Marketing Consultant - Internal Communications Aon Position code: MKT.20715.4

**Level: 4**

**Responsible for**

Supporting a wide range of internal communications plans that will address communications across multiple stakeholders (internally) to ensure that stakeholders are aware and actively engaged.

# Report to

Internal Communications Manager.

# Supervises

No supervisory responsibilities.

# Main activities

* Supporting the Internal Communications Manager in the delivery of internal communications solutions in line with business strategy.
* Conveying the company message through the managing of the organisation's internal communications program.
* Managing the effectiveness of all internal communications to stakeholders at multiple levels.
* Establish effective internal communication systems and processes.

# Key skills

* Excellent verbal and written communications skills.
* Excellent presentation skills.

# Internal contacts

Marketing department, Senior Management.

# External contacts Typical experience

5+ years experience in marketing, coupled with relevant tertiary qualifications.

# Other comments

This position is predominantly focused on the function of internal communications.

# Position title: Marketing Consultant - Internal Communications Aon Position code: MKT.20715.3

**Level: 3**

**Responsible for**

Supporting a wide range of internal communications plans that will address communications across multiple stakeholders (internally) to ensure that stakeholders are aware and actively engaged.

# Report to

Marketing Manager - Internal Communications.

# Supervises

No supervisory responsibilities.

# Main activities

* Supporting the Internal Communications Manager in the delivery of internal communications solutions in line with business strategy.
* Conveying the company message through the managing of the organisation's internal communications program.
* Managing the effectiveness of all internal communications to stakeholders at multiple levels.
* Establish effective internal communication systems and processes.

# Key skills

* Excellent verbal and written communications skills.
* Excellent presentation skills.

# Internal contacts

Marketing department, Senior Management.

# External contacts Typical experience

3 - 5 years experience in marketing, coupled with relevant tertiary qualifications.

# Other comments

This position is predominantly focused on the function of internal communications.

# Position title: Head of Corporate Affairs

**Aon Position code: EXE.CA010.7**

**Level: 7**

**Responsible for**

Managing and protecting the organisation’s reputation through effective public, community, and media relations, internal corporate communications and other communications activities including oversight of any online initiatives. Providing leadership and development of the Corporate Affairs team.

# Report to

Chief Executive Officer/Managing Director

# Supervises

May supervise a Corporate Affairs team.

# Main activities

* Developing and delivering the communications strategy supporting the overall business objectives as well as on communications matters in regards to transactions, products, and deals.
* Developing strategic organisational reactions to critical situations in the market place.
* Managing any investor relations including building networks with Australian and international press, preparation of market announcements, press releases and other promotional media, production of investment information, website content and online presence
* Providing other executives of the organisation with coaching and guidance on managing and presenting to the media.

# Key skills

* Confident and engaging communicator.
* Strong coaching skills.
* Ability to interpret complex situations that may impact the organisations reputation.
* Strong written skills across different media.

# Internal contacts

Executive Team and top tier managers.

# External contacts

Media, legal advisors, marketing firms.

# Typical experience

At least 12 years of related experience. Typically has tertiary qualifications.

# Other comments

**Position title: Corporate Social Responsibility Manager Aon Position code: FIN.30106.6**

**Level: 6**

**Responsible for**

Lead the strategic direction in Corporate Social Responsibility for the organisation by providing effective management in the development, implementation and maintenance of policies, systems and processes, boosting public image and promoting diversity within the organisation.

# Report to

General Manager

# Supervises

Depending on the size of the organisation - may supervise sustainability/social responsibility staff.

# Main activities

* Set strategic direction and scope for the management of the environment discipline, including the implementation of effective risk management, compliance and performance strategies. Responsibility over branding by teaming with marketing and communications managers to proactively market the brand and increase ethical pride, to show the public that the company takes social responsibility seriously.
* Provide up to date intelligence (as a result of legislative changes), analysis, expert advice and recommendations to General Management and Senior Executive Team. Monitor changes to local and international environment policies.
* Co-ordinate system and process audits to ensure compliance with environmental standards requirements. Manage the risk assessment process.
* Design and implement strategies to reduce environmental incidents/breaches. Monitor trends in breaches, record, review and ensure corrective/preventative action is carried out.
* Provide timely reports to the General Manager and the executive team.
* Manage budgets associated with environmental management initiatives, including strategic policy initiatives.
* Promote and coordinate awareness of environmental protection policies and strategies and other regulatory requirements and obligations within the organisation.
* Strategise new social activities that may create voluntarily efforts among staff

# Key skills

* High level of strategic planning skills in safety, including the implementation of effective risk management, compliance and performance strategies.
* Extensive knowledge of environment and emergency management regulatory requirements.
* High level leadership, interpersonal and influencing skills, including consultation, presentation, negotiation and communication skills.
* People management skills.

# Internal contacts

General Manager and other Executive level management

# External contacts

Environmental specialists, Regulatory bodies and customers.

# Typical experience

5+ years experience plus relevant tertiary qualifications in business or communications

# Other comments

**Position title: Marketing Manager - Corporate Affairs Aon Position code: MKT.20415.5**

**Level: 5**

**Responsible for**

Managing the development and execution of an integrated Corporate Affairs plan based on the organisations marketing strategy and Corporate Affairs objectives.

# Report to

Depending on organisation size and structure, Head of Corporate Affairs, Head of Marketing and/or Functional Lead of Marketing.

# Supervises

Depending on organisation size and structure, may supervise a combination of Marketing Consultants, Marketing Associate or Marketing Administration staff.

# Main activities

* Working with Senior Management to build and implement public relations solutions in line with business strategy.
* Managing and contributing to the provision of complete Public Relations and editorial support on a day-to-day basis.
* Interfacing with the press, consultants, business analysts, customers and other groups influencing public opinion in order to convey the organisations message.
* Acting as the organisation's spokesperson where necessary.
* Establishing and maintaining relationships with media, answering media inquiries and conducting proactive media outreach.
* Managing the editorial calendar to maximise media coverage and develop proactive ideas for media outreach.
* Coordinating the writing, distributing and pitching of press releases.

# Key skills

* Excellent verbal and written communications skills.
* Excellent presentation skills and ability to communicate effectively.

# Internal contacts

Marketing, Sales departments and Senior Management.

# External contacts

Advertising agencies, the media, Public Relations consultants, conference organisers, customers and the general public.

# Typical experience

8+ years experience in Corporate Affairs/Public Relations, coupled with relevant tertiary qualifications.

# Other comments

This position is exclusively dedicated to the function of Corporate Affairs. Please match to position MKT.20315.5 in Marketing Communications if your position shares this function with a Marketing Communication role.

# Position title: Senior Marketing Consultant - Corporate Affairs Aon Position code: MKT.20325.4

**Level: 4**

**Responsible for**

Developing and executing an integrated Corporate Affairs plan based on the organisation's marketing strategy and Corporate Affairs objectives.

# Report to

Depending on organisation size and structure, Head of Corporate Affairs, Head of Marketing, Functional Lead of Marketing or Marketing Manager.

# Supervises

May supervise Marketing Associates or Marketing Administration staff.

# Main activities

* Working with line management groups to build and implement Corporate Affairs solutions in line with business needs.
* Providing complete public relations and editorial support on a day-to-day basis.
* Interfacing with the press, consultants, business analysts, customers and other groups influencing public opinion in order to convey the organisations message.
* Acting as the organisation's spokesperson where necessary.
* Establishing and maintaining relationships with media, answering media inquiries and conducting proactive media outreach.
* Managing the editorial calendar to maximise media coverage and develop proactive ideas for media outreach.
* Writing, distributing and pitching press releases.

# Key skills

* Excellent verbal and written communications skills.
* Excellent presentation skills and ability to communicate effectively.

# Internal contacts

Marketing and Sales departments of the organisation.

# External contacts

Advertising agencies, the media, Public relations Consultants, conference organisers, customers and the general public.

# Typical experience

5+ years experience in Corporate Affairs/Public Relations, coupled with relevant tertiary qualifications.

# Other comments

This position is exclusively dedicated to the function of Corporate Affairs. Please match to position MKT.20225.4 in Marketing Communications if your position shares this function with a Marketing Communications role.

# Position title: Marketing Consultant - Corporate Affairs Aon Position code: MKT.20106.3

**Level: 3**

**Responsible for**

Communicating and participating in an integrated Corporate Affairs plan based on the organisation's marketing strategy and Corporate Affairs objectives.

# Report to

Marketing Manager - Corporate Affairs.

# Supervises

No supervisory responsibilities.

# Main activities

* Preparing editorial for press releases and/or coordinating this activity through external Corporate Affairs/Public Relations organisations.
* Coordinating organisational involvement in trade exhibitions, seminars and shows – including liaison with external service organisations.
* Liaising with advertising agencies, Public Relations consultants and the media.
* Maintaining relationships with media, answering media inquiries and conducting proactive media outreach.

# Key skills

* Excellent verbal and written communication skills.
* Ability to liaise at all levels inside and outside the organisation.
* Adaptability to changing environment and work loads.
* Ability to act on initiative.

# Internal contacts

Sales department staff, Marketing Management, Senior Executive team.

# External contacts

Advertising agencies, the media, Public Relations consultants, conference organisers, customers and the general public.

# Typical experience

At least 3 years of related experience such as advertising, journalism, Public Relations or event management, coupled with tertiary qualifications (typically in marketing, communications or journalism).

# Other comments

This position is exclusively dedicated to the function of Corporate Affairs.

# Position title: Customer Experience Manager Aon Position code: MKT.20030.5

**Level: 5**

**Responsible for**

Driving the strategy, design and implementation of customer experience initiatives.

# Report to

Head of Customer Experience, Sales and Marketing Director, Marketing Director.

# Supervises

Customer Experience Team Leaders, Customer Experience Analysts.

# Main activities

* Utilise research to provide insights into the current state of customer experience and advise of recommended improvements/changes.
* Work with marketing and business functions to develop Customer Experience strategy and design a program for change.
* Lead customer experience improvement/change programs, including scoping, piloting, and implementation.
* Drive rollout of new processes and/or technologies across the organisation.
* Conduct regular reviews of program effectiveness, and ensure continuous improvement of customer experience.
* Identify new opportunities for greater customer engagement and work with marketing and business functions to evaluate and potentially implement these.

# Key skills

* High level strategic thinking and problem solving skills
* Excellent written and verbal communication skills.
* Excellent stakeholder management skills.
* Strong attention to detail.
* People management skills and experience.

# Internal contacts

Marketing, Sales and IT departments.

# External contacts

Market Research companies.

# Typical experience

7+ years experience.

# Other comments

**Position title: Customer Experience Team Leader Aon Position code: MKT.20030.4**

**Level: 4**

**Responsible for**

Leading a team of customer experience analysts to deliver high quality analysis and reporting on the organisation’s customer experience data.

# Report to

Customer Experience Manager.

# Supervises

Customer Experience Analysts.

# Main activities

* Drive continuous improvement of processes governing the gathering of customer experience data, as well as the analysis and modelling methodologies utilised by the team.
* Define and ensure adherence to team processes and guidelines in order to ensure consistency in analysis and reporting of data and insights.
* Maintain solid relationships with business stakeholders, as well as external parties (e.g. Market research companies).
* Generate insights, identify key and emerging trends and issues relating to customer experience (may include forecasting of future trends)
* Work collaboratively with business functions to identify information needs and ensure appropriate analysis and reporting is undertaken to meet all objectives.
* Undertaking training, performance reviews, recruitment and other people management tasks as required.

# Key skills

* Strong experience in analytics and reporting in a commercial context.
* Proficiency in spreadsheet, database, data mining and analytical software and tools.
* Excellent written and verbal communication skills.
* Experience and skills in managing stakeholder relationships.
* Strong attention to detail.
* People management skills and experience.

# Internal contacts

Marketing, Sales and IT departments.

# External contacts

Market Research companies.

# Typical experience

5-7 years experience in an analytical/reporting role (preferably market/customer research related) coupled with relevant tertiary qualifications.

# Other comments

**Position title: Customer Experience Analyst Aon Position code: MKT.20030.3**

**Level: 3**

**Responsible for**

Analysing and reporting on the organisation’s customer experience data, from sources including customer feedback surveys, complaints, mystery shopper programs and customer usage behaviour.

# Report to

Customer Experience Team Leader, Customer Experience Manager.

# Supervises

No supervisory responsibilities.

# Main activities

* Undertake analysis of data from divergent sources and report/present findings in a cohesive manner.
* Discover and utilise research and data available from external sources as a supplement to data available internally and ensure consistency in reporting.
* Generate insights, identify key and emerging trends and issues relating to customer experience.
* Work collaboratively with business functions to identify information needs and ensure appropriate analysis and reporting is undertaken to meet all objectives.
* Tailor reporting and presentation of results/insights to the stakeholder’s needs and level of understanding.
* Make recommendations on the improvement of processes related to the gathering of customer experience data and on analysis and modelling methodologies utilised.

# Key skills

* Strong experience in analytics and reporting in a commercial context.
* Proficiency in spreadsheet, database, data mining and analytical software and tools.
* Excellent written and verbal communication skills.
* Experience and skills in managing stakeholder relationships.
* Strong attention to detail.

# Internal contacts

Marketing, Sales and IT departments.

# External contacts

Market Research companies.

# Typical experience

3-5 years experience in an analytical/reporting role (preferably market/customer research related) coupled with relevant tertiary qualifications.

# Other comments

**Position title: General Manager - Digital/Online Aon Position code: EXE.DG010.7**

**Level: 7**

**Responsible for**

Manage the organisation's digital products, platforms and channels, and drive digital transformation and digitisation of the organisation's products, service delivery and internal business processes.

# Report to

Chief Executive Officer/Managing Director or Chief Operating Officer.

# Supervises

Varies by organisation but may include digital functions within sales, marketing, strategy, customer service and operational functions.

# Main activities

* Contributing to the development of digital strategy for the whole organisation.
* Conducting operational planning to execute on digital strategies and goals.
* Overseeing development, operation and growth of digital sales and marketing channels for the organisation’s products and services.
* Developing and executing on plans to drive digital customer engagement, including oversight of new digital product development where relevant.
* Acting as a champion for digitisation and digital transformation across the business, including for internally focussed processes and activities.
* Becoming a trusted adviser to internal and external customers, demonstrating innovation and differentiating the organisation's capabilities.

# Key skills

* Strong commercial background.
* Good understanding of digital trends and technologies.
* Strong leadership and stakeholder management skills.

# Internal contacts

Sales, Marketing, Strategy, Customer Service, Product Managers, and IT departments of the organisation.

# External contacts

Major suppliers and clients/customers, industry peers.

# Typical experience

At least 12 years relevant management and operational experience coupled with tertiary level qualifications.

# Other comments

**Position title: Marketing Manager - Digital/Online Aon Position code: MKT.20090.5**

**Level: 5**

**Responsible for**

Developing and overseeing delivery of the organisation’s digital marketing strategy to ensure that the organisation is sufficiently and appropriately represented across all digital channels, as well as supporting the delivery of commercial targets.

# Report to

Functional Lead of Marketing or Marketing Director.

# Supervises

Digital Marketing Consultants, Senior Digital Marketing Consultants.

# Main activities

* Developing the digital marketing strategy in support of the broader marketing plan.
* Contributing to the development of the broader marketing strategy as a member of the marketing leadership team.
* Developing and managing all digital marketing campaigns from inception through to delivery and post-campaign review.
* Measuring and reporting on the effectiveness of all campaigns with the intention of developing insights.
* Developing and managing relationships with affiliates to maximise lead generation.
* Developing and managing relationships with media and advertising agencies.
* Working with Social Media Strategy Manager to contribute to the development and delivery of the organisation’s social media strategy, and ensuring integration with overall digital marketing strategy.
* Working with SEO/SEM Specialists to devise strategies and implement SEO and SEM initiatives to drive online traffic to the organisation’s website/s.

# Key skills

* Excellent knowledge of digital marketing trends, portals and channels.
* Strong stakeholder and relationship management skills
* Experience of negotiating with and influencing decision makers.
* Excellent written and verbal communication skills.

# Internal contacts

Head of Marketing, Marketing and Sales departments of the organisation.

# External contacts

Agencies, affiliates.

# Typical experience

At least 7 - 10 years experience in digital marketing, coupled with relevant tertiary qualifications.

# Other comments

This role is not typically responsible for development or management of online as a commercial channel - individuals who are responsible for this should be matched to Online Strategy roles.

# Position title: Senior Marketing Consultant - Digital/Online Aon Position code: MKT.20090.4

**Level: 4**

**Responsible for**

Contributing to the development and delivery of the organisation’s digital marketing strategy to ensure that the organisation is sufficiently and appropriately represented across all digital channels, as well as supporting the delivery of commercial targets.

# Report to

Marketing Manager - Digital/Online or Marketing Manager.

# Supervises

May mentor more junior Digital Marketing Consultants.

# Main activities

* Contributing to the development of the digital marketing strategy in support of the broader marketing plan.
* Contributing to the development of and manage digital marketing campaigns from inception through to delivery and post- campaign review.
* Measuring and reporting on the effectiveness of campaigns with the intention of developing insights.
* Managing relationships with affiliates to maximise lead generation.
* Managing relationships with media and advertising agencies.
* May oversee or work with Social Media Specialists to ensure delivery of the organisation’s social media strategy, and integration with overall digital marketing strategy.
* May implement SEO/SEM initiatives, or work with SEO/SEM Specialists to drive online traffic to the organisation’s website and other digital assets.

# Key skills

* Excellent knowledge of digital marketing trends, portals and channels.
* Excellent analytical skills, and ability to generate insights from campaign data.
* Excellent written and verbal communication and presentation skills.

# Internal contacts

Marketing and Sales departments of the organisation.

# External contacts

Agencies, affiliates.

# Typical experience

At least 5 - 7 years experience in digital marketing, coupled with relevant tertiary qualifications.

# Other comments

This role is not typically responsible for development or management of online as a commercial channel - individuals who are responsible for this should be matched to Online Strategy roles.

# Position title: Marketing Consultant - Digital/Online Aon Position code: MKT.20090.3

**Level: 3**

**Responsible for**

Contributing to the delivery of the organisation’s digital marketing strategy to ensure that the organisation is sufficiently and appropriately represented across all digital channels, as well as supporting the delivery of commercial targets.

# Report to

Marketing Manager - Digital/Online or Marketing Manager.

# Supervises

No formal supervisory responsibilities.

# Main activities

* Contributing to the development of and manage digital marketing campaigns from inception through to delivery and post- campaign review.
* Measuring and reporting on the effectiveness of campaigns with the intention of developing insights.
* Working with affiliates to maximise lead generation.
* Managing relationships with media and advertising agencies.
* May oversee or work with Social Media Specialists to ensure delivery of the organisation’s social media strategy, and integration with overall digital marketing strategy.
* May implement SEO/SEM initiatives, or work with SEO/SEM Specialists to drive online traffic to the organisation’s website and other digital assets.

# Key skills

* Good knowledge of digital marketing trends, portals and channels.
* Strong analytical skills, and ability to generate insights from campaign data.
* Excellent written and verbal communication skills.

# Internal contacts

Marketing, Sales, and Commercial departments of the organisation.

# External contacts

Agencies, affiliates/partners.

# Typical experience

At least 3 - 5 years experience in digital marketing, coupled with relevant tertiary qualifications.

# Other comments

This role is not typically responsible for development or management of online as a commercial channel - individuals who are responsible for this should be matched to Online Strategy roles.

# Position title: Senior SEO/SEM Specialist

**Aon Position code: MKT.20060.4**

**Level: 4**

**Responsible for**

Leading the implementation of strategies to increase search engine traffic to the company’s website and other digital assets through search engine optimisation/marketing techniques.

# Report to

Online Strategy Manager or Digital Marketing Manager.

# Supervises

May mentor more Junior SEO/SEM Specialists.

# Main activities

* Utilising techniques such as title and meta tagging, indexing, link building, keyword ranking and overall site architecture and content optimisation.
* Conducting detailed analysis of site performance and reviewing tracking metrics to provide solutions to increase search engine ranking.
* Researching and evaluating new traffic trends and identifying new optimisation opportunities.
* Keeping up to date with news on organic search, paid search and social media tools.
* Assessing search outcomes related to advertising/marketing campaigns and reporting back to stakeholders across the business.
* Work closely with marketing stakeholders to identify areas for growth and opportunities to improve return on investment.

# Key skills

Nil.

# Internal contacts

Marketing department.

# External contacts

PPC providers.

# Typical experience

3 - 5 years experience in SEO/SEM, coupled with relevant tertiary qualifications in a relevant field such as Marketing or Computer Science.

# Other comments

**Position title: SEO/SEM Specialist**

**Aon Position code: MKT.20060.3**

**Level: 3**

**Responsible for**

Implementing strategies to increase search engine traffic to the company’s website and other digital assets through search engine optimisation/marketing techniques.

# Report to

Online Strategy Manager or Digital Marketing Manager

# Supervises

No supervisory responsibilities.

# Main activities

* Utilising techniques such as title and meta tagging, indexing, link building, keyword ranking and overall site architecture and content optimisation.
* Monitoring and analysing site performance and reviewing tracking metrics to provide solutions to increase search engine ranking.
* Researching and evaluating new traffic trends and identifying new optimisation opportunities.
* Keeping up to date with news on organic search, paid search and social media tools.
* Assessing search outcomes related to advertising/marketing campaigns.
* Work closely with marketing stakeholders to identify areas for growth and opportunities to improve return on investment.

# Key skills

Nil.

# Internal contacts

Marketing department

# External contacts

PPC providers.

# Typical experience

At least 3 years experience in SEO/SEM, coupled with relevant tertiary qualifications in a relevant field such as Marketing or Computer Science.

# Other comments

**Position title: Digital/Online Content Team Leader Aon Position code: ITC.45255.4**

**Level: 4**

**Responsible for**

Leading the content development for the company's internal and external websites, including facts about the organisation, customer support, articles, documents, short stories and links to other sites such as blogs.

# Report to

Digital/Online Development Manager.

# Supervises

Senior Digital/Online Content Authors, Digital/Online Content Authors.

# Main activities

* Taking responsibility for the contents of different parts of the directory tree.
* Coordinating with the Graphic/Visual Design team to ensure that the text and graphic elements mesh together as a cohesive work.
* Monitoring the content creation for the company's web site within guidelines established by the Digital/Online Development Manager.
* Ensuring the content of the web site is updated, fresh and relevant over time.
* Proofreading and customising content as necessary, ensuring compliance with copyright legislation.

# Key skills

* Good understanding of digital trends and technologies.
* Strong leadership and stakeholder management skills.
* Strong understanding of how the site is organised.
* An appreciation of the constraints/opportunities of the technology behind the web site.

# Internal contacts

Marketing department, Product Specialists, IT staff, Systems & Software Development staff, Engineers.

# External contacts

Graphic Design Houses, Customers, Contract Providers, Sale Partners, Vendors.

# Typical experience

At least 8 - 10 years of experience in Marketing or Journalism, coupled with tertiary qualifications in Marketing, Communications or Public Relations.

# Other comments

**Position title: Senior Digital/Online Content Author Aon Position code: ITC.45255.3**

**Level: 3**

**Responsible for**

Developing more advanced content for the company's external and internal websites including facts about the organisation, customer support, articles, documents, short stories and links to other sites such as blogs.

# Report to

Digital/Online Content Team Leader.

# Supervises

Might supervise junior Digital/Online Content Authors.

# Main activities

* Being responsible for the contents of different parts of the directory tree.
* Working with the Graphic/Visual Designer to ensure that the text and graphic elements mesh together as a cohesive work.
* Creating content for the company's web site within guidelines established by the Digital/Online Development Manager.
* Keeping the content of the web site updated, fresh and relevant over time.
* Proofreading and customising content as necessary, ensuring compliance with copyright legislation.

# Key skills

* Strong understanding of how the site is organised.
* An appreciation of the constraints/opportunities of the technology behind the web site.

# Internal contacts

Marketing department, Product Specialists, IT staff, Systems & Software Development staff, Engineers.

# External contacts

Graphic Design Houses, Customers, Contract Providers, Sale Partners, Vendors.

# Typical experience

At least 5 - 7 years of experience in Marketing or Journalism, coupled with tertiary qualifications in Marketing, Communications or Public Relations.

# Other comments

**Position title: Digital/Online Content Author Aon Position code: ITC.45135.2**

**Level: 2**

**Responsible for**

Developing content for the company's external and internal websites, including facts about the organisation, customer support, articles, documents, short stories and links to other sites such as blogs.

# Report to

Marketing Manager - Digital/Online.

# Supervises

No supervisory responsibilities.

# Main activities

* Being responsible for the contents of different parts of the directory tree.
* Working with Graphic/Visual Designers to ensure that the text and graphic elements mesh together as a cohesive work.
* Creating content for the company's web site within guidelines established by the Web Strategist.
* Keeping the content of the web site updated, fresh and relevant over time.
* Proofreading and customising content as necessary, ensuring compliance with copyright legislation.

# Key skills

* An understanding of how the site is organised.
* An appreciation of the constraints/opportunities of the technology behind the web site.

# Internal contacts

Marketing, Product Specialists, IT staff, Systems & Software Development staff, Engineers.

# External contacts

Graphic Design Houses, Customers, Contract Providers, Sale Partners, Vendors.

# Typical experience

At least 2 - 5 years of experience in Marketing or Journalism, coupled with tertiary qualifications in Marketing, Communications or Public Relations.

# Other comments

This role has generally been filled in smaller sites by an IT specialist with a flare for creative writing. In a larger environment the role will generally be filled by a professional Journalist.

# Position title: Chief Marketing Officer

**Aon Position code: EXE.MK010.7**

**Level: 7**

**Responsible for**

Establishing and controlling the national marketing strategy to achieve market share and profitability goals.

# Report to

Chief Executive Officer/Managing Director.

# Supervises

A specialist marketing team, including product managers, market research officers and product promotions staff.

# Main activities

* Developing plans to achieve revenue and profit margin projections.
* Formulating national marketing policies and strategies based on market intelligence and research projections.
* Implementing and monitoring the progress of marketing plans and advertising campaigns.
* Preparing and updating national marketing budgets, regularly reporting on performance against target and providing variance analyses and revised projections.
* Determining pricing and volume discount policies.
* Coordinating market research and market intelligence data.
* Liaising with other divisions/departments.

# Key skills

* Professional marketing skills are essential. The role also needs strong communicative skills and the ability to interpret and maximise the use of sophisticated market research data.

# Internal contacts

National sales management, Finance and Accounting department, Company Secretarial/Legal, Systems and Software Development.

# External contacts

Advertising agencies, media, public relations firms, market research firms, Federal and State government officials.

# Typical experience

At least 12 years of marketing and product management experience. Typically has tertiary qualifications.

# Other comments

**Position title: Functional Lead of Marketing - Generalist Aon Position code: MKT.20011.6**

**Level: 6**

**Responsible for**

Developing and controlling strategies to build the market share and profitability of new and existing products and/or services.

# Report to

Head of Marketing and/or General Manager or Business Unit Manager.

# Supervises

Depending on organisation size and structure, may supervise a combination of Marketing Managers and/or Marketing Consultants.

# Main activities

* Working with Senior Management to build and implement product marketing plans in line with business strategy.
* Managing the delivery of all product marketing activities including the achievement of product sales against target.
* Providing interpretation and counsel to Senior Management regarding new product and marketing opportunities based on market research and intelligence.
* Managing the strategic direction of go to market strategies and tactical execution plans for a range of products and/or services.
* Identifying and directing long term market research and product design activities in line with business strategy.
* Recommending market opportunities to the sales team and managing product training.
* Directing the development of strategically aligned pricing and discount policies.

# Key skills

* Excellent product knowledge.
* Strong business analysis skills.
* Strong communication and presentation skills.

# Internal contacts

Marketing, Sales, Finance, Training and Manufacturing departments of the organisation.

# External contacts

Advertising agencies, market research companies, public relations companies, customers and government officials.

# Typical experience

10+ years experience in marketing, coupled with relevant tertiary qualifications.

# Other comments

This position is predominantly focused on the function of product marketing.

# Position title: Marketing Manager - Generalist Aon Position code: MKT.20115.5

**Level: 5**

**Responsible for**

Managing the implementation of strategies to build the market share and profitability of a portfolio of new and existing strategically important products and/or services.

# Report to

Depending on organisation size and structure, Head of Marketing, Functional Lead of Marketing or Marketing Manager.

# Supervises

Depending on organisation size and structure, may supervise a combination of Marketing Consultants, Marketing Associate or Marketing Administration staff.

# Main activities

* Working with Senior Management to build and implement product marketing solutions in line with business strategy.
* Providing functional direction in developing 'go to market' strategies and tactical execution plans for a range of products and/or services.
* Monitoring and reporting on sales forecasts, product budgets and actual product sales.
* Identifying new marketing opportunities and analysing competitor activity.
* Recommending new product opportunities and preparing business cases based on market research and intelligence.
* Directing market research and product design activities in conjunction with other business functions.
* Recommending market opportunities to the sales team and coordinating product training.
* Managing the development of strategically aligned pricing and discount policies.

# Key skills

* Excellent product knowledge.
* Strong business analysis skills.
* Strong communication and presentation skills.

# Internal contacts

Marketing, Sales, Finance, Training and Manufacturing departments of the organisation.

# External contacts

Advertising agencies, market research companies, public relations companies, customers and government officials.

# Typical experience

8+ years experience in marketing, coupled with relevant tertiary qualifications.

# Other comments

This position is predominantly focused on the function of product marketing.

# Position title: Senior Marketing Consultant - Generalist Aon Position code: MKT.20025.4

**Level: 4**

**Responsible for**

Managing the development, market share and profitability of a portfolio of new and existing strategically important products and/or services.

# Report to

Depending on organisation size and structure, Head of Marketing, Functional Lead of Marketing or Marketing Manager.

# Supervises

May supervise Marketing Associate or Marketing Administration staff.

# Main activities

* Working with line management groups to build and implement product marketing solutions in line with business needs.
* Developing go-to market strategies and tactical execution plans for a portfolio of products and/or services.
* Projecting sales forecasts, developing product budgets and reporting on actual product sales.
* Identifying new marketing opportunities and analysing competitor activity.
* Identifying new product opportunities and preparing business cases.
* Coordinating market research and product design activities in conjunction with other business functions.
* Supporting the sales team by identifying opportunities and providing product training.
* Coordinating the use of effective pricing and discount policies.

# Key skills

* Excellent product knowledge
* Strong business analysis skills
* Strong communication and presentation skills

# Internal contacts

Marketing, Sales, Finance, Training and Manufacturing departments of the organisation.

# External contacts

Advertising agencies, market research companies, public relations companies, customers and government officials.

# Typical experience

5+ years experience in marketing, coupled with relevant tertiary qualifications.

# Other comments

This position is predominantly focused on the function of product marketing.

# Position title: Marketing Consultant - Generalist Aon Position code: MKT.20206.3

**Level: 3**

**Responsible for**

Managing the development, market share and profitability of a portfolio of new and existing products and/or services.

# Report to

Depending on organisation size and structure, Functional Lead of Marketing or Marketing Manager.

# Supervises

No supervisory responsibilities.

# Main activities

* Developing go to market strategies and tactical execution plans for a portfolio of products and/or services.
* Projecting sales forecasts, developing product budgets and reporting on actual product sales.
* Identifying new marketing opportunities and analysing competitor activity.
* Identifying new product opportunities and preparing business cases.
* Coordinating market research and product design activities in conjunction with other business functions.
* Supporting the sales team by identifying opportunities and providing product training.
* Coordinating the use of effective pricing and discount policies.

# Key skills

* Excellent product knowledge
* Strong business analysis skills
* Strong communication and presentation skills

# Internal contacts

Marketing, Sales, Finance, Training and Manufacturing departments of the organisation.

# External contacts

Advertising agencies, market research companies, public relations companies, customers and government officials.

# Typical experience

3+ years experience in marketing, coupled with relevant tertiary qualifications.

# Other comments

This position is predominantly focused on the function of product marketing.

# Position title: Marketing Associate

**Aon Position code: MKT.20004.2**

**Level: 2**

**Responsible for**

Providing assistance to line management, using basic to intermediate level marketing knowledge on a broad range of marketing, programs and practices.

# Report to

Depending on organisation size and structure, Head of Marketing, Functional Lead of Marketing or Marketing Manager.

# Supervises

No supervisory responsibilities.

# Main activities

* Providing a variety of services using covering multiple areas of marketing including product marketing, marketing communications, public relations, segment/channel marketing, marketing intelligence and technical marketing.
* Researching issues and suggesting recommendations to marketing issues.
* Assisting in the implementing of new practices and programs to meet organisational needs.
* Assisting in components of larger projects with direction from consultants and marketing managers.

# Key skills

* Knowledge of marketing practices and programs
* Good communication skills and strong service orientation

# Internal contacts

Marketing, Sales and Training departments of an organisation.

# External contacts

Marketing consultancies, industry associations.

# Typical experience

1 - 3 years experience in marketing, coupled with relevant tertiary qualifications.

# Other comments

This role does not perform marketing related administration. Marketing administrators should be matched to Administration Officers Level 1 - 4 (please go to the Finance & Administration job family).

# Position title: Campaign Delivery Manager

**Aon Position code: MKT.20002.4**

**Level: 4**

**Responsible for**

Overseeing the delivery of campaign data, reporting and support for direct campaigns in order to assist the Consumer Marketing Group.

# Report to

Analytics and Campaign Strategy Manager.

# Supervises

Campaign Database Analysts.

# Main activities

* Managing a high volume of campaign requests in line with the priorities of Consumer Marketing and managing stakeholders' expectations accordingly.
* Ensuring that the information being delivered is consistently of the highest accuracy and is compliant with all regulatory requirements.
* Conducting post-campaign reporting for all campaigns and ensuring the outcomes are communicated to appropriate people.
* Driving continuous improvement and efficiencies in workflow processes within the campaign marketing team.
* Updating customers of new developments or issues with data or the IDW/TCRM as required.
* Creating and maintaining a campaign reporting repository for easy access.
* Driving previous learning's through to new campaign requests.
* Overseeing the professional development and cross-skilling of team members.

# Key skills

* Ability to work well under pressure and manage competing priorities in a fast paced, high volume environment.
* Ability to manage the expectations and deliverables for multiple stakeholders.
* Problem solving skills to analyse new opportunities and remedy existing inefficiencies.
* Excellent planning and organisational skills and the ability to prioritise effectively.
* Strong written and verbal communication skills.
* Reporting and analytical skills.
* Strong communication, interpersonal, leadership, negotiation and mediation skills at all levels.

# Internal contacts

Customer Management & Acquisition team, Marketing team, Analytics & Modelling, Sales and Service teams.

# External contacts Typical experience

At least 3 years experience in a marketing environment and at least 3 years in a management role, coupled with relevant tertiary qualifications.

# Other comments

**Position title: Graphic/Visual Design Manager Aon Position code: TEC.92201.5**

**Level: 5**

**Responsible for**

Assuming responsibility for Art direction in the production of video/printed graphic material through the management of Graphics team/s.

# Report to

Operations Manager/Production Services Manager.

# Supervises

Graphics Designers.

# Main activities

* Managing the Graphics team’s activities to ensure that deadlines are met.
* Participating in departmental planning to ensure the development and improvement of Graphics operations.
* Continually planning, developing and enhancing procedures used within the Graphics department.
* Determining budgetary and resource requirements for projects through liaison with clients.
* Coordinating and assessing project development by providing continual direction to ensure predetermined standards are met.
* Preparing expenditure reports on production expenses for Departments and Channels.
* Providing the Operations Manager with freelance and budget reports.
* Developing Departmental plans to address future technological requirements, future channels and other workplace requirements.
* Continually identifying staff training and development needs by establishing and monitoring performance objectives to ensure that skill requirements are met.

# Key skills

* Leadership & people management skills.
* Excellent knowledge of Paintbox, Photoshop and other relevant graphics design programs.
* Sound conceptual and theoretical knowledge of design.
* Excellent communication and presentation skills.

# Internal contacts

Production Managers, Editors, Programming Manager.

# External contacts

Clients, Suppliers.

# Typical experience

At least 6 - 8 years of relevant experience, preferably in a similar industry environment, coupled with formal qualifications in Graphic Design.

# Other comments

**Position title: Graphic/Visual Design Team Leader Aon Position code: ITC.46035.4**

**Level: 4**

**Responsible for**

Managing the development of the image of the website, the design of brand items and the implementation of corporate brand.

# Report to

Graphic/Visual Design Manager, General Manager - IT Services/Infrastructure, Project Director/Program Manager.

# Supervises

Senior and junior Graphic/Visual Designers.

# Main activities

* Overseeing the development and design of brand items such as brand materials and multimedia interactive presentations.
* Promoting and ensuring adherence to brand guidelines.
* Managing projects including planning and implementation.
* Monitoring the development of web pages.
* Ensuring that the image and copyrights of the company are well-maintained on the Internet.
* Establishing guidelines for the company’s web site pages design.

# Key skills

* Leadership and coordination skills.
* Advanced knowledge of the technical integration requirements of web solutions and relevant software.
* Expertise in software tools of trade such as Macromedia Flash, FrontPage, PageMill, Photoshop, Director, Dreamweaver as well as HTML, XML and JavaScript standards.

# Internal contacts

Management, Marketing, Product Specialists, IT staff, Systems & Software Development staff.

# External contacts

Graphic Design Houses, Customers, Vendors, Printers & Suppliers.

# Typical experience

At least 8 - 10 years experience in a Graphic/Visual Designer role, coupled with relevant tertiary qualifications.

# Other comments

**Position title: Senior Graphic/Visual Designer Aon Position code: ITC.45135.3**

**Level: 3**

**Responsible for**

Developing the image of the company's external and internal websites, designing brand items and assisting with implementation of corporate brand.

# Report to

Graphic/Visual Design Manager, Digital/Online Project Manager/Producer.

# Supervises

May supervise Junior Graphic/Visual Designers.

# Main activities

* Developing and designing brand items such as brand materials and multimedia interactive presentations.
* Ensuring adherence to brand guidelines.
* Managing projects including planning and implementation.
* Designing, creating and maintaining web pages using relevant software packages.
* Maintaining the image and copyrights of the company on the Internet.
* Designing pages for the company’s web site within guidelines established by the Web Strategist.

# Key skills

* Knowledge of the technical integration requirements of web solutions.
* Expertise in software tools of trade such as Flash, FrontPage, PageMill, Photoshop, Director, Dreamweaver as well as HTML, XML and JavaScript standards.
* Advanced knowledge in Adobe Creative Suite.
* Video knowledge and software experience.

# Internal contacts

Management, Marketing, Product Specialists, IT staff, Systems & Software Development staff.

# External contacts

Graphic Design Houses, Customers, Vendors, Printers & Suppliers.

# Typical experience

At least five years experience in a Graphic/Visual Designer role, with a demonstrated portfolio.

# Other comments

**Position title: Graphic/Visual Designer**

**Aon Position code: ITC.45035.2**

**Level: 2**

**Responsible for**

Developing the image of the company's external and internal websites through the use of still and animated graphics and their integration with copy provided by the Digital/Online Content Author.

# Report to

Graphic/Visual Design Manager.

# Supervises

No supervisory responsibilities.

# Main activities

* Designing, creating and maintaining web pages using relevant software packages.
* Maintaining the image and copyrights of the company on the Internet.
* Composing pages that reflect an appropriate balance of text, graphics and other multimedia elements.
* Designing pages for the company’s web site within guidelines established by the Graphic/Visual Design Manager.
* Possibly undertaking user interface tasks.

# Key skills

* Knowledge of the technical integration requirements of web solutions.
* Understanding of the image quality/performance trade-off when transmitting images over the Internet.
* Expertise in software tools of trade such as Flash, FrontPage, PageMill, Photoshop, as well as HTML, XHTML and JavaScript standards.
* Innovative creative skills.

# Internal contacts

Marketing, Product Specialists, IT staff, Systems & Software Development staff.

# External contacts

Graphic Design Houses, Customers, Vendors.

# Typical experience

Tertiary qualifications in design and/or relevant industry experience. Demonstrated abilities using web technology.

# Other comments

This role has often been filled in smaller sites by an IT Specialist with a flair for creative design.

# Position title: Head of Design

**Aon Position code: TEC.92201.6**

**Level: 6**

**Responsible for**

Establishing and controlling the organisational design strategy to achieve market share and profitability goals.

# Report to

Operations Manager/Production Services Manager.

# Supervises

Designers

# Main activities

* Managing the organisations design activities to ensure flow and consistency of design elements across the organisation.
* Continually planning, developing and enhancing procedures used within the Design department.
* Determining budgetary and resource requirements for design department.
* Preparing expenditure reports on production expenses for Departments and Channels.
* Developing Departmental plans to address future technological requirements, future channels and other workplace requirements.
* Continually identifying staff training and development needs by establishing and monitoring performance objectives to ensure that skill requirements are met.

# Key skills

* Leadership & people management skills.
* Excellent knowledge of Paintbox, Photoshop and other relevant design programs.
* Sound conceptual and theoretical knowledge of design.
* Excellent communication and presentation skills.

# Internal contacts

Production Managers, Editors, Programming Manager.

# External contacts

Clients, Suppliers.

# Typical experience

10+ years of relevant experience, preferably in a similar industry environment, coupled with formal qualifications in Design

# Other comments

# Position title: Functional Lead of Marketing - Investor Relations Aon Position code: EXE.CA030.6

**Level: 6**

**Responsible for**

Maintaining relationships and upholding the organisation's reputation with investors and other important stakeholders via proactive communication and outreach programs.

# Report to

CEO/Head of Corporate Affairs/Head of Marketing

# Supervises

Team of communication professionals

# Main activities

* Developing and maintaining relationships and communication with the investment community including security analysts, portfolio managers, financial media, and shareholders.
* Preparing and developing reports and investor communication materials to create a favourable image of the organisation in the financial community.
* Working with various function and departments heads to draft appropriate messaging with respect to past, present, and prospective events
* Ensuring that investors and shareholders are accurately informed of all relevant facts and figures from time to time as required

# Key skills

* Communications management
* People management

# Internal contacts

Chief Executive Officer, Heads of functions, Heads of relevant departments

# External contacts

Investors, Shareholders, Financial analysts, Financial media

# Typical experience

15+ years of experience in communications with at least 10+ years in investor relations management

# Other comments

**Position title: Investor Relations Manager**

**Aon Position code: MKT.21415.5**

**Level: 5**

**Responsible for**

Preparing, developing and implementing investor relations strategies, disseminating key messages to multiple stakeholders and compiling media and investor communications to build a positive relationship with investors and the media.

# Report to

Functional Lead of Marketing - Investor Relations.

# Supervises

Investor Relations team.

# Main activities

* Preparing and coordinating due diligence of distributions including, but not limited to: setting timetables for internal and external stakeholders (Senior Management, internal & external Accountants regarding tax statements), determining stationery requirements in liaison with mailing house, coordinating information to be included in mail outs and checking calculations relating to different unit types.
* Developing key communications for business areas, including ASX announcements, Q&A’s and management briefing notes.
* Preparing investor tour information and co-ordinate investor activities.
* Assisting in production and co-ordination of key results pack inclusions.
* Project managing annual report generation and dissemination.
* Assisting in content management for websites, including due diligence processes.
* Managing registry and co-ordination of responses to retail investor queries.
* Managing updates to wholesale investor and associated party information.

# Key skills

* Superior administration skills.
* Strong organisation and prioritisation skills.
* Strong problem solving skills.
* Excellent written and verbal communication skills.
* Strong attention to detail and ability to work with confidential and sensitive information.
* Ability to work under pressure.
* Proactive and autonomous working style.

# Internal contacts

Investor Relations & Corporate Affairs Team, business units.

# External contacts

Media groups, government bodies, key stakeholders, investors.

# Typical experience

7+ years experience in investor relations and/or corporate communications, coupled with relevant tertiary qualifications.

# Other comments

**Position title: Investor Relations Consultant Aon Position code: MKT.21415.3**

**Level: 3**

**Responsible for**

Communicating and participating in an integrated investor relations plan based on the organisation's marketing strategy and Public Relations objectives.

# Report to

Functional Lead of Marketing - Investor Relations.

# Supervises

No supervisory responsibilities

# Main activities

* Preparing and coordinating due diligence of distributions.
* Assisting in developing key communications for business areas, including ASX announcements, Q&A's and management briefing notes.
* Assisting in production and co-ordination of key results pack inclusions, seminars and shows- including liaison with external service organisation.
* Assisting in content management for websites, including due diligence processes.

# Key skills

* Excellent oral and written communication skills.
* Ability to liaise at all levels inside and outside the organisation.
* Adaptability to changing environment and work loads.
* Ability to act on initiative.
* Strong problem solving skills.

# Internal contacts

Investor Relations & Corporate Affairs Team, business units.

# External contacts

Media groups, government bodies, key stakeholders, investors.

# Typical experience

3+ years experience in investor relations and/or corporate communications, coupled with relevant tertiary qualifications.

# Other comments

**Position title: Functional Lead of Marketing - Segment/Channel Marketing Aon Position code: MKT.20111.6**

**Level: 6**

**Responsible for**

Developing and controlling strategies to build market share and profitability of market segment(s) and/or channel group(s).

# Report to

Head of Marketing and/or General Manager or Business Unit Manager.

# Supervises

Depending on organisation size and structure, may supervise a combination of Marketing Managers and/or Marketing Consultants.

# Main activities

* Working with Senior Management to build and implement segment/channel marketing solutions in line with business strategy.
* Identifying and directing long term segment/channel based market research in line with business strategy.
* Managing the strategic direction of go to marketing strategies and tactical execution plans.
* Managing the delivery of all segment/channel marketing activities including the achievement of product sales against targets.
* Monitoring and reporting on sales forecasts, budgets and actual product sales within assigned segment/channel(s).
* Recommending market opportunities to the sales team and managing appropriate training.
* Directing the development of strategically aligned pricing and discount policies.

# Key skills

* Excellent segment/consumer group knowledge.
* Strong business analysis skills.
* Strong communication and presentation skills.

# Internal contacts

Marketing, Sales and Finance departments of the organisation.

# External contacts

Advertising agencies, market research companies, Public Relations companies, customers, and government officials, marketing alliances and partners.

# Typical experience

10+ years experience in marketing, coupled with relevant tertiary qualifications.

# Other comments

This position is predominantly focused on the function of segment/channel marketing.

# Position title: Marketing Manager - Segment/Channel Marketing Aon Position code: MKT.20215.5

**Level: 5**

**Responsible for**

Managing the implementation of strategies to build market share and profitability of market segment(s) and/or channel group(s).

# Report to

Depending on organisation size and structure, Head of Marketing, Functional Lead of Marketing or Marketing Manager.

# Supervises

Depending on organisation size and structure, may supervise a combination of Marketing Consultants, Marketing Associate or Marketing Administration staff.

# Main activities

* Working with Senior Management to build and implement segment/channel marketing solutions in line with business strategy.
* Managing segment/channel based market research to gain a comprehensive understanding of each segment/consumer group.
* Providing functional direction in developing go to market strategies and tactical execution plans.
* Identifying new marketing opportunities and analysing competitor activity.
* Monitoring and reporting on sales forecasts, budgets and actual product sales within assigned segment/channel(s).
* Recommending market opportunities to the sales team by identifying opportunities and coordinating appropriate training.
* Managing the development of strategically aligned pricing and discount policies.

# Key skills

* Excellent segment/consumer group knowledge.
* Strong business analysis skills.
* Strong communication and presentation skills.

# Internal contacts

Marketing, Sales and Finance departments of the organisation.

# External contacts

Advertising agencies, market research companies, Public Relations companies, customers, and government officials, marketing alliances and partners.

# Typical experience

8+ years experience in marketing, coupled with relevant tertiary qualifications.

# Other comments

This position is predominantly focused on the function of segment/channel marketing.

# Position title: Media Manager (Media, Advocacy & Brand) Aon Position code: MKT.20220.5

**Level: 5**

**Responsible for**

The provision of leadership and specialist media, advocacy and brand services

# Report to

General Manager

# Supervises

Events Manager, Marketing and Fundraising coordinator, Key Partnerships Manager, Social Media Coordinator

# Main activities

* Contribute to and develop media and advocacy strategies forn the organisation
* Provide media relations services, support and advice to the CEO and across the business portfolio
* Develop and implement strategic fundraising programs inclduing donor relations and development, direct marketing campaigns and community partnerships
* Provide brand leadership across the organisation, with particular focus on service delivery portfolios, to ensure the development of brand consistent integrated marketing campaigns.

# Key skills

* Proven experience in the provision of quality marketing and media services, with sound writing skills and the ability to develop communication plans and integrated marketing campaigns
* Proven ability to contribute to policies and strategies in relation to media and communications
* Positive networks with media
* Demonstrated ability to manage budgets

# Internal contacts

General Manager, Media Consultant, Senior leadership team

# External contacts

Customers

# Typical experience Other comments

**Position title: Senior Marketing Consultant - Segment/Channel Marketing Aon Position code: MKT.20125.4**

**Level: 4**

**Responsible for**

Managing the development, market share and profitability of strategically important market segment(s) and/or channel group(s).

# Report to

Depending on organisation size and structure, Head of Marketing, Functional Lead of Marketing or Marketing Manager.

# Supervises

May supervise Marketing Associate or Marketing Administration staff.

# Main activities

* Working with line management groups to build and implement segment/channel marketing solutions in line with business needs.
* Coordinating segment/channel based market research to gain a comprehensive understanding of each segment/consumer group.
* Developing go-to market strategies and tactical execution plans.
* Identifying new marketing opportunities and analysing competitor activity.
* Projecting sales forecasts, developing budgets and reporting on actual product sales.
* Supporting the sales team by identifying opportunities and providing training.
* Coordinating the use of effective pricing and discount policies.

# Key skills

* Excellent segment/consumer group knowledge.
* Strong business analysis skills.
* Strong communication and presentation skills.

# Internal contacts

Marketing, Sales and Finance departments of the organisation.

# External contacts

Advertising agencies, market research companies, Public Relations companies, customers, and government officials, marketing alliances and partners.

# Typical experience

5+ years experience in marketing, coupled with relevant tertiary qualifications

# Other comments

This position is predominantly focused on the function of segment/channel marketing.

# Position title: Marketing Consultant - Segment/Channel Marketing Aon Position code: MKT.20306.3

**Level: 3**

**Responsible for**

Managing the development, market share and profitability of market segment(s) and/or channel group(s).

# Report to

Depending on organisation size and structure, Functional Lead of Marketing or Marketing Manager.

# Supervises

No supervisory responsibilities.

# Main activities

* Coordinating segment/channel based market research to gain a comprehensive understanding of each segment/consumer group.
* Developing go-to market strategies and tactical execution plans.
* Identifying new marketing opportunities and analysing competitor activity.
* Projecting sales forecasts, developing budgets and reporting on actual product sales.
* Supporting the sales team by identifying opportunities and providing training.
* Coordinating the effective use of pricing and discount policies.

# Key skills

* Excellent segment/consumer group knowledge
* Strong business analysis skills
* Strong communication and presentation skills

# Internal contacts

Marketing, Sales and Finance departments of the business.

# External contacts

Advertising agencies, market research companies, Public Relations companies, customers, and government officials, marketing alliances and partners.

# Typical experience

3+ years experience in marketing, coupled with relevant tertiary qualifications

# Other comments

This position is predominantly focused on the function of segment/channel marketing.

# Position title: Social Media Strategy Manager Aon Position code: MKT.20022.5

**Level: 5**

**Responsible for**

Creating a comprehensive social media strategy that uses social media marketing techniques to increase brand/product visibility, customer engagement/membership and web traffic.

# Report to

Head of Digital/Online or Functional Lead of Marketing.

# Supervises

Social Media Team Leader, Social Media Specialists.

# Main activities

* Researching and developing social media strategy for the organisation.
* Ensuring social, digital and paid media are integrated with the wider marketing communications mix, providing advise on appropriate social media use to campaign managers where relevant.
* Selecting and integrating channels and processes into the organisation's social media toolkit.
* Developing and implementing social media content guidelines, calendar and strategies for customer engagement.
* Work with SEO/SEM specialists to maximise integration of social media and paid online marketing with SEO/SEM strategies.
* Continuously review strategy effectiveness and return on investment through reporting and analytics of social media performance.

# Key skills

* Strategic thinking and problem solving skills.
* Excellent verbal and written communication skills.
* Highly developed knowledge of and experience with social media platforms and trends.
* High level of computer literacy.
* Ability to build relationships with online influencers and understanding of customer engagement and social media etiquette.

# Internal contacts

Marketing, Sales/Business Development, Commercial departments of the organisation.

# External contacts

Industry bloggers, media, market research organisations.

# Typical experience

1. - 7 years experience in a social media, marketing or commercial role, coupled with relevant tertiary qualifications.

# Other comments

**Position title: Social Media Team Leader**

**Aon Position code: MKT.20022.4**

**Level: 4**

**Responsible for**

Leading the implementation of Social Media marketing strategy, including content development, developing brand awareness, generating inbound traffic and cultivating leads and sales.

# Report to

Social Media Strategy Manager or Marketing Director.

# Supervises

Social Media Specialists.

# Main activities

* + Overseeing the implementation of relevant social media techniques, processes and tools to improve reach and influence of social media channels.
	+ Managing accounts and projects, including preparation of status and billing reports and other routine communications.
	+ Educating stakeholders across the organisation on incorporating relevant social media techniques into the organisation's culture, internal communications and all relevant external campaigns.
	+ Providing coaching to management and other internal stakeholders on brand and product messaging.
	+ Attending regular corporate communications meetings to report on PR activity across social media channels.
	+ Conducting qualitative and quantitative social media monitoring research using a range of web analytics tools.
	+ Overseeing creation of content, and engaging in blogging and community participation.

# Key skills

* + Ability to use statistical tools to track online traffic and repeat visitors.
	+ Experience and engagement with social networks, including but not limited to: Twitter, Facebook, industry blogs and forums.
	+ High level of knowledge with social media etiquette, principles and trends.
	+ Excellent written and verbal communication skills.

# Internal contacts

Marketing and Public Relations, Customer Support, Sales, IT departments of the organisation.

# External contacts

Marketing and Public Relations agencies.

# Typical experience

1. - 8 years experience in Public Relations with solid experience in marketing communications, coupled with relevant tertiary qualifications.

# Other comments

**Position title: Senior Social Media Specialist Aon Position code: MKT.20022.3**

**Level: 3**

**Responsible for**

Executing Social Media marketing projects across a range of platforms in order to drive customer engagement.

# Report to

Social Media Manager or Public Relations Manager.

# Supervises

May mentor Junior Social Media Specialists.

# Main activities

* + Creating and editing branded content for social media channels.
	+ Growing follower numbers and driving engagement through daily monitoring and moderation of social media channels, including responding to comments and stimulating conversation.
	+ Coordinating with marketing and providing new ideas and strategies to increase awareness with new and existing social audiences.
	+ Developing and ensuring adherence to guidelines and policies across social media channels.
	+ Leading the development of new social media pages/channels.
	+ Creating and maintaining relationships with industry bloggers and other key online influencers.
	+ Keeping up to date with new and emerging social media trends including channels, applications and tools.
	+ Ensuring provision of reports and analytics at regular intervals highlighting engagement, growth, competitor behaviour, and learnings.

# Key skills

* + Excellent written and verbal communication skills.
	+ High level of computer literacy (must have ability to research online and learn how to use new online tools).
	+ Good knowledge of current and emerging social media platforms and their usage.
	+ Ability to work both independently and as part of a team.
	+ Ability to apply creative thinking and problem solving skills.

# Internal contacts

Marketing and Public Relations, Customer Support, Sales, IT departments of the organisation.

# External contacts

Online community influencers, market research organisations.

# Typical experience

3 - 5 years experience assisting in the implementation of social media campaigns, coupled with relevant tertiary qualifications.

# Other comments

**Position title: Social Media Specialist**

**Aon Position code: MKT.20022.2**

**Level: 2**

**Responsible for**

Executing Social Media marketing projects across a range of platforms in order to drive customer engagement.

# Report to

Social Media Manager or Public Relations Manager.

# Supervises

No supervisory responsibilities.

# Main activities

* Creating and editing branded content for social media channels.
* Growing follower numbers and driving engagement through daily monitoring and moderation of social media channels, including responding to comments and stimulating conversation.
* Coordinating with marketing and providing new ideas and strategies to increase awareness with new and existing social audiences.
* Assisting in the development of new social media pages/channels.
* Creating and maintaining relationships with industry bloggers and other key online influencers.
* Keeping up to date with new and emerging social media trends including channels, applications and tools.
* Produce reports at regular intervals highlighting engagement, growth, competitor behaviour, and learnings.

# Key skills

* Excellent written and verbal communication skills.
* High level of computer literacy (must have ability to research online and learn how to use new online tools).
* An awareness of current and emerging social media platforms and their usage.
* Ability to work both independently and as part of a team.
* Ability to apply creative thinking and problem solving skills.

# Internal contacts

Marketing and Public Relations, Customer Support, Sales, IT departments of the organisation.

# External contacts

Online community influencers, market research organisations.

# Typical experience

Experience in using social media forums and up to 1 year experience assisting in the implementation of social media campaigns. May have relevant tertiary qualifications.

# Other comments

**Position title: Marketing Manager - Sponsorships Aon Position code: MKT.20005.5**

**Level: 5**

**Responsible for**

Developing and managing and executing a sponsorship strategy and to suit the marketing objectives of the organisation.

# Report to

Marketing Director, Marketing Manager.

# Supervises

Marketing, Sponsorship and/or Events staff.

# Main activities

* Executing marketing plan activity and contract negotiation
* Managing sponsor performance and budget management.
* Researching new sponsorship and develop contracts.
* Developing and implementing existing sponsorship contracts to ensure that benefits are received and that sponsored beneficiary obligations are fully met.
* Driving sponsorships so as to fully leverage brand values and deliver on set campaign objectives for each sponsorship.
* Managing events to maximise benefits for the entire organisation and manage consultants and suppliers within events.
* Monitoring the schedules of activities and budgets on a weekly basis.
* Ensuring that all elements of sponsorships are approved.
* Coordinating ongoing sponsorship requests, consumer requests for product information and requests for support materials.

# Key skills

* Strong verbal and written communication skills.
* Strong organisational skills.
* Knowledge of appropriate legislation.
* Knowledge of marketing principles.

# Internal contacts

Marketing Director, Promotional Event staff.

# External contacts

Sponsorship/event organisers, key media sources, Public Relations agencies, consultants and suppliers.

# Typical experience

7+ years experience in Marketing/Advertising, coupled with tertiary qualifications in Marketing.

# Other comments

**Position title: Marketing Consultant - Sponsorships Aon Position code: MKT.20005.3**

**Level: 3**

**Responsible for**

Managing sponsorship events and providing a high level of assistance in fulfilling sponsorship objectives across a range of sponsorship campaigns.

# Report to

Events/Sponsorship Manager or Marketing Manager - Sponsorships.

# Supervises

May supervise promotional staff, events team, Assistant Event Coordinators.

# Main activities

* Ensuring events are professionally run and managed to maximise benefits for whole organisation.
* Managing consultants and suppliers within sponsored events to achieve objectives as defined for each event.
* Managing the sponsorship requests process.
* Assisting with the set up of event locations.
* Maintaining inventory and monitoring merchandise to ensure stocks are maintained for effective promotional use.
* Monitoring and updating social media and website pages with event details and photos.
* Developing annual events calendar and communicating to internal stakeholders.
* Working with the Public Relations, event managers and the brand teams to monitor budgets and meet targets.

# Key skills

* Basic knowledge of Microsoft Office systems
* Understanding of merchandising, Point of Sale materials and on/off premise promotions.
* Flexibility regarding time management and working hours.
* Outgoing personality, enthusiasm and a positive attitude.
* Positive people management skills.
* Excellent relationship management skills.
* Superior project, time and budget management skills.

# Internal contacts

Public Relations and Event Management teams.

# External contacts

Venues, sales and distribution managers, suppliers, clients, contractors.

# Typical experience

3+ years experience in Marketing/Advertising, coupled with tertiary qualifications in Marketing.

# Other comments

**Position title: Marketing Manager - Events**

**Aon Position code: MKT.20006.5**

**Level: 5**

**Responsible for**

Managing and developing marketing events creating event strategies and campaigns that are aligned to broader organisational objectives such as sponsorship programs, conferences, exhibitions, business seminars, internal staff celebrations and national road shows.

# Report to

Head of Marketing.

# Supervises

A team of Event Coordinators/Marketing Consultants - Events.

# Main activities

* Working with Marketing and Divisional Managers to implement events/campaigns that are strategically aligned to the wider goals of the organisation and to increasing organisational awareness generally.
* Coordinating the organisation’s complete annual event schedule and managing individual event logistics.
* Ensuring attendee numbers at events reach target attendance levels.
* Managing event activities within pre-established budgetary guidelines.
* Conducting post-event analysis in order to evaluate the effectiveness of events/campaigns.
* Working to leverage events across other/multiple areas of the business as appropriate.
* Developing and maintaining a high-level and technologically advanced events Internet site.

# Key skills

* Good verbal and written communication skills combined with an ability to liaise at all levels both internally and externally.
* Ability to apply professional marketing skills to the job.
* Exceptional planning and organisational skills.
* Strong negotiation skills.
* Broad knowledge of all organisational products/services.

# Internal contacts

Marketing teams, Executive Management groups.

# External contacts

Clients, vendors, partners, promotional service suppliers, printers, designers, photographers and venue managers.

# Typical experience

8+ years of experience gained in either a marketing or events role, coupled with a tertiary qualification in Marketing.

# Other comments

Alternative Title: Events Manager/Coordinator.

# Position title: Senior Marketing Consultant - Events Aon Position code: MKT.20006.4

**Level: 4**

**Responsible for**

The effective and timely delivery of event management solutions including developing creative event strategies and campaigns that are aligned to broader organisational objectives such as sponsorship programs, conferences, exhibitions, business seminars, internal staff celebrations and national road shows.

# Report to

General Manager - Marketing, Marketing Manager - Events or Marketing Communications/Public Relations Manager.

# Supervises

No supervisory responsibilities.

# Main activities

* Coordinating the organisation’s complete annual event schedule and managing individual event logistics.
* Ensuring attendee numbers at events reach target attendance levels.
* Managing event activities within pre-established budgetary guidelines.
* Conducting post-event analysis in order to evaluate the effectiveness of events/campaigns.
* Working to leverage events across other/multiple areas of the business as appropriate.
* Developing and maintaining a high-level and technologically advanced events Internet site.

# Key skills

* Good verbal and written communication skills combined with an ability to liaise at all levels both internally and externally.
* Ability to apply professional Marketing skills to the job.
* Exceptional planning and organisational skills.
* Strong negotiation skills.
* Broad knowledge of all organisational products/services.

# Internal contacts

Marketing teams, Executive Management groups.

# External contacts

Clients, vendors, partners, promotional service suppliers, printers, designers, photographers and venue managers.

# Typical experience

5+ years of experience gained in either a marketing or events role coupled with a tertiary qualification in Marketing.

# Other comments

**Position title: Marketing Consultant - Events Aon Position code: MKT.20006.3**

**Level: 3**

**Responsible for**

The effective and timely delivery of event management solutions including developing creative event strategies and campaigns that are aligned to broader organisational objectives such as sponsorship programs, conferences, exhibitions, business seminars, internal staff celebrations and national road shows.

# Report to

General Manager - Marketing, Fundraising/Bequests Manager or Marketing Communications/Public Relations Manager.

# Supervises

No supervisory responsibilities.

# Main activities

* Coordinating the organisation’s complete annual event schedule and managing individual event logistics.
* Ensuring attendee numbers at events reach target attendance levels.
* Managing event activities within pre-established budgetary guidelines.
* Conducting post-event analysis in order to evaluate the effectiveness of events/campaigns.
* Working to leverage events across other/multiple areas of the business as appropriate.
* Developing and maintaining a high-level and technologically advanced events internet site.

# Key skills

* Good oral and written communication skills combined with an ability to liaise at all levels both internally and externally.
* Ability to apply professional Marketing skills to the job.
* Exceptional planning and organisational skills.
* Strong negotiation skills.
* Broad knowledge of all organisational products/services.

# Internal contacts

Marketing Teams, Executive Management Groups.

# External contacts

Clients, Vendors, Partners, Promotional Service Suppliers, Printers, Designers, Photographers and Venue Managers.

# Typical experience

Will have 3 - 5 years of experience gained in either a marketing or events role coupled with a tertiary Marketing qualification.

# Other comments

Alternative Title: Events Manager/Coordinator.

# Position title: Marketing Manager - Technical Marketing Aon Position code: MKT.20615.5

**Level: 5**

**Responsible for**

Managing the development of technical marketing materials/activities to effectively communicate product features to salespeople, customers and prospects.

# Report to

Depending on organisation size and structure, Head of Marketing and/or Functional Lead of Marketing.

# Supervises

Depending on organisation size and structure, may supervise a combination of Marketing Consultants, Marketing Associate or Marketing Administration staff.

# Main activities

* Working with Senior Management to build and implement technical marketing solutions in line with business strategy.
* Collaborating with product managers to ensure that all technical marketers learn and synthesise product features in order to convey the capabilities, features and benefits to salespeople, customers and prospects.
* Managing the production of technical marketing materials including presentations and brochures for use with customers, partners, analysts and investors.
* Managing the ongoing support to the sales team by coordinating the development of targeted presentation material.
* Monitoring the performance of materials and developing appropriate modifications.

# Key skills

* Strong technical understanding.
* Excellent communication and presentation skills.

# Internal contacts

Marketing, Sales, Training departments of the organisation.

# External contacts

Customers.

# Typical experience

8+ years experience in marketing, coupled with relevant tertiary qualifications.

# Other comments

This position is predominantly focused on the function of technical marketing.

# Position title: Senior Marketing Consultant - Technical Marketing Aon Position code: MKT.20525.4

**Level: 4**

**Responsible for**

Developing technical marketing materials/activities to effectively communicate product features to salespeople, customers and prospects.

# Report to

Depending on organisation size and structure, Head of Marketing, Functional Lead of Marketing or Marketing Manager.

# Supervises

May supervise Marketing Associates or Marketing Administration staff.

# Main activities

* Working with Line Management groups to build and implement technical marketing solutions in line with business needs.
* Working closely with product managers to learn and synthesize product features with the goal of conveying the capabilities, features and benefits to salespeople, customers and prospects.
* Coordinating with product management to develop technical marketing material including presentations and brochures for use with customers, partners, analysts and investors.
* Providing ongoing support to the sales team by developing targeted presentation material.
* Analysing the performance of materials and suggesting appropriate modifications.

# Key skills

* Strong technical understanding.
* Excellent communication and presentation skills.

# Internal contacts

Marketing, Sales, Training departments of the organisation.

# External contacts

Customers and prospects.

# Typical experience

5+ years experience in marketing, coupled with relevant tertiary qualifications.

# Other comments

This position is predominantly focused on the function of technical marketing.

# Position title: Marketing Consultant - Technical Marketing Aon Position code: MKT.20606.3

**Level: 3**

**Responsible for**

Developing technical marketing materials/activities to effectively communicate product features to salespeople, customers and prospects.

# Report to

Depending on organisation size and structure, Functional Lead of Marketing or Marketing Manager.

# Supervises

No supervisory responsibilities.

# Main activities

* Working closely with product managers to learn and synthesise product features with the goal of conveying the capabilities, features and benefits to salespeople, customers and prospects.
* Coordinating with product management to develop technical marketing material including presentations and brochures for use with customers, partners, analysts and investors.
* Providing ongoing support to the sales team by developing targeted presentation material.
* Analysing the performance of materials and suggesting appropriate modifications.

# Key skills

* Strong technical understanding.
* Excellent communication and presentation skills.

# Internal contacts

Marketing and Sales departments of the organisation.

# External contacts

Customers.

# Typical experience

3+ years experience in marketing, coupled with relevant tertiary qualifications.

# Other comments

This position is predominantly focused on the function of technical marketing.