



COTA MEMBER SERVICES
NATIONAL MARKETING & SALES MANAGER
JOB & PERSON SPECIFICATION
FEBRUARY 2010



THE COMPANY

For over 50 years, COTA Seniors Voice (CSV) has been the peak body representing the views of older South Australians. It is a member-based organisation with 20,000 members that puts people-before-profit. CSV's key role is to influence Government on critical issues such as the pension, superannuation, health, transport, housing and aged care. It also provides a variety of free programs, information sessions and events to help people lead active and healthy lifestyles and to meet and connect with others. The cornerstone of CSV's ongoing effectiveness is to attract, grow and retain a strong, committed and capable membership.

COTA Member Services (CMS) is a newly established company which is affiliated with and supported by CSV. CMS has the express purpose of improving the member-value proposition whilst significantly growing member numbers for and on behalf of all COTAs in each Australian State and Territory.

The vision of COTA Member Services is :

To be the best provider of member services for older Australians

The COTA Seniors Voice Board has committed significant resources to both establish CMS and financially support the business until it becomes profitable in its own right.

CMS is rapidly developing into an organisation based in Adelaide but operating in all States and Territories.

The Chief Executive of CMS has developed the strategy and begun operationally implementing that strategy to deliver on the core objective of growing COTA membership nationally.

For further information on COTA SV, please visit www.seniorsvoice.org.au



JOB SPECIFICATION

Working relationships

Reporting to: CMS Chief Executive

Working with: Strategic partners
Key suppliers
COTAs in each State and Territory
CMS Member Service Consultants

Location: Adelaide

Position summary

The National Marketing and Sales Manager will :-

- lead the CMS marketing function in a progressive and innovative manner to grow membership numbers, improve member retention and enhance brand equity;
- analyse, initiate and execute effective marketing tactics to maximise sales opportunities;
- manage a significant marketing budget;
- analyse and report on the outcomes, learnings and return on investment of marketing activity;
- increase the understanding of and engagement with the membership;
- effectively manage a team of Member Service Consultants;
- build strong relationships with key strategic partners;
- achieve set targets for membership sales, growth and retention;
- work closely with the CE to design and implement CMS' strategic plan.

Key performance indicators

- development of an agreed annual marketing plan that has sales-based outcomes;
- on-time and on-budget implementation of tactical marketing campaigns;
- development of marketing collateral;
- contribution to successful new product and service launches;
- accurate, timely and comprehensive reporting;
- build positive rapport and effective working relationships with key stakeholders;
- meeting sales targets for new memberships and retention rates of current memberships that is linked to marketing activity;
- satisfaction of management, COTAs and other strategic partners;
- provide tools, tips, systems and process improvement for sales staff.



JOB SPECIFICATION

Campaign development, execution and management

- continuation of current membership marketing programs;
- propose, develop, implement and monitor new marketing concepts and campaigns to grow and retain membership;
- liaise with stakeholders to ensure effective campaign development and implementation;
- coordinate the production, printing and distribution of membership marketing materials;
- determine the need for specialist input (i.e. external suppliers/creative agencies) for membership campaigns;
- communicate the marketing plan and campaign specific information to all stakeholders in a timely manner;
- cost effective management of expenses related to membership marketing;
- assist with developing the member-value proposition.

Relationship management

- manage relationships to bring campaigns to market effectively;
- build rapport and effective working relationships with all COTAs;
- manage key commercial relationships and related contracts.

Membership communications

- assist with the development and implementation of member communications that results in increased member understanding and engagement;
- contribute and oversee, member-related content for the member's magazine;
- seek out and implement editorial and public relations opportunities related to membership.

Membership database management

- use, develop and enhance the membership database in order to support the marketing function and to analyse & report on the membership.



JOB SPECIFICATION

Research

- assist with market research to:
 - understand members' needs;
 - track member perceptions and levels of satisfaction;
 - gain insights in to the target market;
 - help develop the marketing plan and ensure campaign success;
 - develop the member-value proposition.

Reporting

- regularly, and on request, provide a suite of reports and information about marketing activity and related results to the CE, COTAs and other stakeholders;
- provide analysis of information presented in reports and where required, to capitalise on and/or sales performance;
- provide reports and analysis on membership trends and learnings.

Leadership

- provide direction to the COTAs to assist with campaign development and success;
- effective management of a team of Member Service Consultants;
- in consultation with the CE provide tools, tips, systems and process improvements to the CMS Member Service Consultants in order to achieve operational efficiency.



WORKING CONDITIONS & BENEFITS

- CBD location - new premises pending;
- growing, member-based organisation targeting a significantly growing market;
- unique and uncomplicated products and services;
- boutique operations;
- inclusive environment;
- achieve work/life balance;
- job variety;
- high level of autonomy;
- hands-on role;
- person specific rewards and incentives;
- contribute to the organisation's direction.



PERSON SPECIFICATION

Qualifications

- Tertiary qualifications in marketing or equivalent.

Experience

The appointee shall have previous lead agent experience in:

- a multi-faceted marketing role;
- developing a marketing plan that has sales based outcomes;
- hands-on implementation of marketing campaigns and related activities;
- end-to-end direct marketing campaigns;
- relationship management and contract negotiation;
- a membership-based environment (desirable).

Skills/knowledge and abilities

- professional business approach characterised by having a commercial focus;
- motivated and driven by thrill of 'chasing down sales targets';
- statistically and analytically minded;
- working in an organised and structured way;
- strong skills in working with Microsoft Word & Excel and databases;
- willingness to take a hands-on role and do more than just what is measured;
- effective two way communication skills;
- good time management skills including the ability to work on multiply activities across multiple markets, prioritise work and meet deadlines;
- ability to provide solutions to problems and make decisions;

Qualities and personal traits

- dedicated to the achievement of team success;
- ability to adapt to organisational change;
- ability to grasp new concepts and information quickly;
- self motivated;
- confident, optimistic, cheerful and mature;
- self awareness of personal strengths and weaknesses.



HOW TO APPLY

Applications in Word format only should be forwarded to David Dunnicliff by e-mail to 12451@hender.com.au

Confidential telephone enquiries may be directed to David on (08) 8100 8814 or Julie Fleet on (08) 8100 8806.

Please Note

Your application will be automatically acknowledged by a return e-mail.