

Job and Person Specification

Job title	Membership and Partnerships Coordinator
Organisation	StudyAdelaide
Level	Negotiated contract
Type of appointment	Two year contract

About StudyAdelaide

StudyAdelaide is a public corporation that was formed in 1998 to promote Adelaide as a destination for international students. Its primary functions are:

1. To grow awareness and preference for Adelaide as a destination for international students, through the implementation of marketing and promotional activity.
2. To ensure that international students in South Australia feel welcomed, valued and are enriched by their study experience, through implementation of a post-arrival student and community engagement program.
3. To support the recruitment and student engagement activities of StudyAdelaide members.
4. Advocate for the international education sector in South Australia.

The organisation's stakeholders, members and funding partners include South Australia's education providers who are actively recruiting international students, and South Australian state and local government agencies. StudyAdelaide is committed to strengthening these relationships to ensure a strong foundation for collaboration and cohesiveness amongst South Australia's international education sector for global marketing activities, delivery of opportunities and the most effective support for international students.

Purpose of the Position

The Membership and Partnerships Coordinator implements key events and initiatives that support StudyAdelaide's engagement with its members and facilitates successful partnerships with stakeholder organisations that StudyAdelaide works with on a wide variety of activities. The role will engage with stakeholders including federal, state and local government organisations and peak industry groups.

The role will require excellent communication skills, the ability to deliver multiple projects at the same time, event management and relationship management skills.

The position reports to the Communications and Engagement Manager and requires a close working relationship across both StudyAdelaide's marketing and student engagement teams to ensure membership benefits and opportunities are communicated and delivered in a timely fashion.

Key Responsibilities

1. Member engagement

- Support the management of membership relations by being the key contact for general member enquiries for approximately 50 member organisations
- Co-ordinate and distribute member newsletters, seeking contributions from StudyAdelaide staff highlighting relevant StudyAdelaide opportunities for members, and promoting StudyAdelaide initiatives. Identify and include external content considered relevant for members, eg Study Australia offshore events
- Ensure member benefits are being delivered, such as website presence, features in social media, access to student engagement material, access to marketing material and professional development opportunities.
- Identify relevant collateral, information and other StudyAdelaide assets for the member's section of studyadelaide.com, monitor visitation to member's section and regularly communicate on available assets to members.
- In consultation with Communications and Engagement Manager and Director, International Marketing, coordinate member sector working groups, including developing invitation lists, managing invitations, developing agendas, distributing any pre-meeting papers, minute taking, and post-meeting follow up.
- Coordinate member events four times per annum including booking venue, managing invitations and RSVP's, coordinating guest speakers as required and coordinating StudyAdelaide presentation material with relevant staff members.
- Track member visits by StudyAdelaide staff and identify opportunities for proactive engagement, visiting members with relevant team member(s).
- Assist the Communications and Engagement Manager to identify new strategies and opportunities to engage and collaborate with members.

2. Member Administration

- Manage and maintain up to date member account information in the Customer Relationship Management (CRM) system.
- Support new member enquiries and coordinate meetings of potential new members with the Communications and Engagement Manager as required.
- Manage onboarding process of new StudyAdelaide members
- Regularly review and update, as required, membership benefits flyer and application collateral
- Working with other StudyAdelaide staff, co-ordinate tracking and reporting of membership activity and benefits received.
- Administer the membership survey on an annual basis and report insights and areas for suggested improvement across the agency.
- Provide Finance Officer with list of members and associated membership level for annual invoicing and coordinate accompanying communication piece with Chief Executive and Communications and Engagement Manager.

3. Partnership engagement

- Assist Chief Executive and Communications and Engagement Manager to work closely with StudyAdelaide stakeholders to deliver projects for the benefit of members and international students. Stakeholders include, but are not limited to:
 - South Australian government departments
 - City of Adelaide/Adelaide Economic Development Authority
 - Austrade
 - Regional Development Australia
 - Peak Industry Groups
 - South Australian businesses
- Utilise high level of communication skills to support strong relationships with external partners and businesses
- Co-ordinate project meetings and communication with key stakeholders as required
- Contribute to collaborative event project planning and management teams
- Develop, maintain and update key stakeholder lists in CRM
- Identify potential new stakeholders to support the implementation of key projects
- Support corporate sponsorship relationship management where required and assist with reporting of sponsor benefits.

4. Contribution to the success of StudyAdelaide

- Proactively working as part of the StudyAdelaide team adhering to the team values of innovation, leadership, relationships, and respect
- Manage assigned projects within budget, proactively reporting any anticipated variances
- Coordinate service providers as required to deliver specific projects
- Contribute to reporting by specified deadlines and meet administrative requirements in a timely manner
- Proactively communicate with other team members and wider stakeholders
- Adhere to StudyAdelaide policies and procedures and ensure due process and probity in tendering and contracting processes
- Professionally represent StudyAdelaide at virtual and physical events
- Contribute to StudyAdelaide business planning, staff development and team meetings
- Maintain professional skills

Performance Measures

Annual performance objectives will be agreed with the Communications and Engagement Manager.

Reporting and Key Working Relationships

The Membership and Partnerships Co-ordinator reports to the Communications and Engagement Manager.

The position also works closely with other team members at StudyAdelaide such the Chief Executive, Director, International Marketing and Student Engagement Manager to ensure efficient and effective delivery of StudyAdelaide activities and programs.

The role will involve working collaboratively and effectively with a broad range of StudyAdelaide stakeholders including education institution members, government representatives, industry bodies and international students.

The role may occasionally have contact with the members of the StudyAdelaide Board, and South Australian Government Ministers.

Qualification, Experience and Knowledge

Essential

- Tertiary qualifications in marketing, communications or a related field, or minimum three years' experience in a related role
- Excellent written and verbal communication skills
- Strong relationship and interpersonal skills to foster and maintain successful internal and external networks and mutually beneficial relationships
- A customer service approach that includes follow up and seeing tasks through to completion
- Excellent organisation and time management skills with the ability to manage competing priorities under pressure
- Ability to work independently and with initiative

Desirable

- Multicultural work experience
- Understanding of the education sector
- Experience managing project budgets

Other

- Out of hours work may be required in the position
- A three-month probation period will apply whereupon the applicant will undergo a review with the Communications and Engagement Manager
- As the position may have contact with children (school-age international students), a Working with Children Check will be required
- As contact with school-age children may be required, the incumbent is required to declare an up-to-date COVID vaccination status.