

# Position Description

<b>Job title:</b>	Manager Membership & Community Engagement
<b>Department:</b>	Communications & Stakeholder Engagement
<b>Work type:</b>	Fulltime

## About the organisation

au Domain Administration Limited (auDA) is Australia's Country Code Top Level Domain (ccTLD) administrator and self-regulatory policy body and oversees the operation and management framework of the .au domain of the Internet.

auDA administers Australia's domain name system (DNS) for the benefit of all Australians, under Terms of Endorsement from Australian Government and a Sponsorship Agreement with the Internet Corporation for Assigned Names and Numbers (ICANN).

The DNS is a core part of Australia's suite of critical communications infrastructure. auDA works with multiple stakeholders locally and internationally to secure the internet so it remains open, free and secure. With a growing reliance on the .au namespace for every-day economic and social activities, auDA plays a strong role in ensuring Australians' trust and confidence in the DNS and in supporting Australia's digital transformation.

## Role Purpose

To develop auDA's strategic approach to member acquisition, engagement and retention.

To undertake member and member program analysis and proactively identify ways to add value and grow membership.

Work collaboratively with marketing, communications and industry engagement colleagues to develop member marketing and communications campaigns to drive awareness of auDA membership opportunities and transition of new members.

The role will also actively contribute to the ongoing development of an organisational culture that embodies auDA's values and promotes a positive and safe environment for staff.



## About the role

### Key accountabilities

- Under the direction of the CCO, have strategic oversight of auDA's member program, with responsibility to treble membership and significantly grow auDA's member value proposition and member engagement.
- Research, develop and direct implementation of auDA's member strategy, including plans for member recruitment, engagement and retention activities.
- Clearly define and regularly analyse, evaluate member benefits and drive continuous improvement.
- Analyse member engagement and acquisition, including membership composition, demographics and an evaluation of marketing, communications and engagement activity against forecasts and budget.
- Ensure thorough understanding of auDA members through annual survey of members.
- Plan and manage the auDA Member and Community Engagement Team budget
- Work closely with communications, marketing and industry engagement colleagues to regularly promote auDA membership, member activities and member successes.
- Manage relationships with auDA members, including oversight of regular communications, responses to member queries and delivery of member engagement activities, including face-to-face and online member events
- Prepare detailed and high-quality reports and papers to auDA management on membership strategy, growth, retention and engagement, as required.
- Perform other duties related to auDA's member strategy, management of members and community as directed by the CCO.
- Lead Member and Community Engagement Team
- Contribute positively to our small team's culture

### Key Selection Criteria

- Strong strategic acumen, with proven record for innovation and problem solving
- Demonstrate strong awareness of auDA's community and membership.
- A passion for building membership programs through innovation and engagement
- Demonstrated ability to develop and maintain effective, professional internal and external relationships with a range of stakeholders.
- Proven record for working collaboratively in a small team environment, successfully managing competing projects and meeting tight deadlines.

### Qualifications and Experience

- 10+ years of work experience in membership management and marketing
- Proven skills and ability to deliver membership growth strategy and strong member program to build and retain membership.
- Strategic and innovative thinker with experience in successfully developing and executing multi-year strategies with measurable objectives.
- A 'people person'; excited about actively engaging with members and prospective members.
- A 'team-player' who enjoys working in partnership with colleagues.



- Experience in the technology and/ or telecommunications industry looked upon favourably.
- Oversight for successful delivery of face-to-face and online member events
- Exceptional verbal and written communications skills.
- Comfortable with leveraging technology and online tools as a means by which to better understand, engage and build the membership community and engage stakeholders.
- Leadership experience in managing, driving accountability and performance.
- Self-starter, with a strong work ethic and an ability to work independently.
- A passion for the DNS, the internet and Australian online users.
- Familiarity with CRMs and the ability to utilise available data to deliver reports and analysis to senior management on member recruitment, engagement and retention and progress against strategic goals.

## Important Information

National Police Check, Right to Work and National Personal Insolvency Information Check will be conducted as part of the selection process.

In the context of OHS policies, procedures, training and instruction, as detailed in Section 25 of the *Occupational Health and Safety Act 2004 (Victoria)*, employees are responsible for ensuring they:

- Follow reasonable instruction
- Cooperate with their employer
- At all times, take reasonable care for the safety of others in the workplace.

## Supporting our employees balance their work and life commitments

All roles at auDA can be worked flexibly, this underpins a diverse, adaptive and high-performing workforce. The nature and scope of flexible options available will depend on the nature of the position. Applicants are encouraged to discuss flexible arrangements with the hiring manager during the recruitment process.