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| Role Title | Marketing Manger | Committee Group | Management Committee |
| Location | National | Minimum Requirements | RTAA Financial Member |
| Time Commitment over the term | <ul style="list-style-type: none">• Monthly teleconference management meetings (30mins each)• Formal Management Meetings (2 x 1.5 hours)• AGM (1.5 hours)• “Day to day” duties (1 hour / week) | | |
| Length of Term | 12 months | Term Expires | 30 November 2020 |
| Nominations Accepted by: EMAIL: businessmanager@rtaa.org.au Or online via the nomination portal | | Nominees will be voted at the AGM | |
| Role Description | | | |
| CONTEXT The RTAA is an inclusive Association that promotes knowledge sharing and fosters collaboration within rail and across other industries throughout Australia, whilst continuing to be sustainable. The RTAA’s key objectives are: <ul style="list-style-type: none">• Make rail more inclusive for everyone• Grow our national footprint• Promote knowledge sharing• Foster collaboration• Uphold Sustainability A Marketing Manager role is key to the success of the RTAA’s brand with promoting the RTAA in fulfilling all the above objectives. | | | |
| EXPECTATIONS AND RESPONSIBILITIES The Marketing Manager will: <ul style="list-style-type: none">• report to the RTAA Executive Committee;• be responsible for updating the RTAA website with support from a web designer and the Business Manager;• be responsible for regular RTAA updates, communication and monitoring of all relevant social media platforms, which are Twitter, LinkedIn and Facebook;• be responsible for the production and review of the RTAA newsletter, and supporting the development of RTAA articles for magazines and other media such as Track and Signal, Rail Express and Infrastructure Australia magazines;• promote RTAA and be proactive in sourcing marketing and advertising opportunities; And• develop and support the strategy of the RTAA brand such as input into logos, merchandise, banners, flyers and any other promotional activities that aim to build the RTAAs’ reputation and increase its membership. | | | |

OPPORTUNITIES AND BENEFITS

- Personal achievement and reward for giving back to the industry with supporting the RTAA's key objectives
- Career and reputational advancement (use this experience on your CV and LinkedIn)
- Complimentary 2 x tickets to attend the RTAA Annual Dinner
- Discounted sponsorship opportunities for your organization to sponsor the Annual Dinner
- RTAA Chairs are offered complimentary or discounted tickets to other rail events
- Networking opportunities that result in greater support network and career prospects
- Increased technical and leadership prowess and continuing professional development points to relevant affiliated professions (e.g. Engineers Australia)

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| Reviewed By: | President | Date: | 02/11/2019 |
| Approved By: | President | Date: | 02/11/2019 |
| Last Updated By: | President | Date/Time: | 02/11/2019 |