



**Australian Cheer
Sport Alliance
Limited**
6/103 Lewis Road
Knoxfield VIC 3180
A.B.N 35 624 569 080

ACSA Role Purpose Statement: Marketing and Member Services Officer – Permanent Part Time - Melbourne

Role title:	ACSA – Membership Services and Marketing Officer
Role reports to:	Executive Support Coordinator, Chairperson, ACSA Board
Salary:	TBC – based on skills and experience in accordance with the Sports Organisational Award 2010.
Hours:	Permanent Part-time Opportunity – 2-3 days per week which could increase over time.
Purpose:	To effectively support the Executive Support Officer and ACSA board in achieving their ongoing commitments to members in stimulating, encouraging and promoting cheer sport within Australia.



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Accountabilities:

A list of the key responsibilities of the role, detailing what the role is accountable for

In this newly created role, the incumbent will support the current Executive Support Officer to manage ACSA's membership, member queries as well as marketing and communications by drawing on previous member services or marketing experience, practices and procedures to support the ongoing delivery of this role going forward including:

Member Services

- Develop and provide ongoing support to all members of ACSA to ensure they are actively engaged with the organisation including membership applications and annual renewals.
- Build and maintain accurate current member databases.
- Ensure high quality records management and customer service for existing and potential members.
- Create and add value to member experience by regularly reinforcing and revisiting member value propositions.
- Manage membership fees as determined by the Board.
- Assist members and stakeholders with general enquiries in a timely manner.

Communications

- Assist with the development of and implementation ACSA's Marketing Strategy.
- Manage, control and produce engaging content, for ACSA's social media channels and website.
- Create and execute marketing programs that drive engagement with stakeholders.
- Create and disseminate eDM campaigns/Member newsletter.

Business Administration

- General Office administration including responding to enquiries and invoicing membership fees.



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Skills and Experience

- Qualifications in business management, sports administration, marketing, customer service or other relevant qualifications.
- Ability to demonstrate previous experience in a membership-based organisation or similar.
- Excellent relationship building skills.
- Strong personal organisational and time management skills.
- Excellent written communication skills.
- A proven ability to work independently and within a small team.
- Experience managing a range of projects simultaneously.
- High level of attention to detail
- A demonstrated ability to engage with business owners and stakeholders.

Financial & People
accountability:

- ACSA Marketing Budget
- Nil People leadership responsibilities