



## **ASEAN - Australia Strategic Youth Partnership**

### **Chief Marketing Officer**

We are seeking two passionate individuals to join our team as our *Chief Marketing Officers*.

The Chief Marketing Officers are the visionary behind the AASYP brand, leading the growth of AASYP's reach and presence across the ASEAN and Australia region. They will lead and oversee the development and implementation of the communications and marketing strategy to raise the profile of the ASEAN-Australia region among youth, and to attract participants to AASYP's flagship events and programs including the ASEAN-Australia Young Leaders Forum. They will be responsible for creating a powerful and creative brand targeted at young people aged 18 to 29 years from across ASEAN and Australia .

### **Applications close on Sunday 5th February at 11.59pm AEDT**

*Please note that applications will be assessed on a rolling basis, and AASYP reserves the right to shortlist or close recruitment prior to the application deadline.*

#### **About the role:**

AASYP's brand and marketing strategy are a key part of what the organisation does and is important for ensuring that AASYP is able to achieve its goals and create impact. The Chief Marketing Officer is responsible for setting the vision and strategy for AASYP's marketing and communications, including our social media, media, and design teams.

The key responsibilities of the Chief Marketing Officer include planning, implementing and managing a creative and strategic marketing and communications strategy to a diverse audience across ASEAN and Australia.

Overseeing the MarComs teams, the Chief Marketing Officer will be key to delivering AASYP's marketing for upcoming programs and events, and delivering on the organisation's design needs and communications strategies.

As part of the Executive Team, the Chief Marketing Officer will play a key role in making organisational decisions and setting the strategic vision of AASYP.

This role at AASYP is currently on a volunteer basis.

#### **Qualities of our desired candidate**

- Outstanding verbal and written communication skills.
- Ability to think and plan strategically. A passion for building a brand and driving reach.
- Demonstrated knowledge of social media platforms and marketing tools.

- Ability to adapt to tight timelines and produce outstanding quality outputs with a high paced turnaround.
- Proficient in Wordpress (training offered), Canva (essential), and Adobe Suite (desired).
- Attentive to detail
- Excellent leadership, people management and interpersonal skills.
- Well-established network and ability to liaise with a range of high-level stakeholders.
- Ability to devise timelines, prioritise different tasks and meet deadlines.
- Ability to communicate feedback constructively.
- Passion for advancing the ASEAN-Australia broader relationship.
- Eagerness to foster diversity in the workplace and is willing to learn and develop at a personal and professional level.
- Proficient in written and spoken English.

### **Key responsibilities of the Chief Marketing Officer**

- Plan, implement and manage a creative and strategic marketing and communications strategy to a diverse audience across ASEAN and Australia
- Coordinate regional marketing activities including social media campaigns
- Develop and implement a marketing funnel strategy to grow the AASYP Membership community
- Oversee the content strategy across social media, email marketing and website updates
- Keep the marketing and communications budget in check
- Oversee social media ad expenditure
- Track KPIs on a monthly basis and present reports to the Executive/Board
- Use data and insights in social media and Google Analytics to make evidence-based decisions
- Conduct training workshops with the wider team that accommodates for varying skill levels and capabilities of team members
- Stay up to date with the best marketing practices and social media trends across the region
- Experiment with new technology platforms, alternative media, new tools and techniques in order to leverage new opportunities
- Act as a brand guardian for the AASYP brand
- Create and present the annual marketing and communications plan and strategy for 2023
- Building a marketing and communications team for 2023 which includes identifying talent needs, recruiting and managing a diverse team.

### **Report to:**

- Chief Executive Officer

### **Commitment:**

- February 2023 until December 2023.

- Expected workload of 10-15 hours per week, with workload to increase closer to the Forum in early/mid 2023.
- Monthly submission of progress report to Chief Executive Officer.

*For all enquiries contact our Recruitment Team at [recruitment@aasyp.org](mailto:recruitment@aasyp.org)*

**Application instructions**

To apply for this role, please submit your application [here](#).

You will be required to:

- CV (no more than 2 pages).
- Respond to a series of questions about your experience and interest in applying for the role.

For further inquiries please contact:

[aasyp@secretary.org](mailto:aasyp@secretary.org) or [hayley.wincombe@aasyp.org](mailto:hayley.wincombe@aasyp.org)