

## **Senior Marketing Officer**

### **Alzheimer's WA**

**As the dementia experts, Alzheimer's WA works with clients, their families and other organisations to have the greatest impact on the lived experience of those with dementia.**

**We are an organisation united by our shared passion, driven by the guidance of our clients and focussed on our sustainability to make a difference for as long as we are needed.**

This newly created role is a fabulous opportunity to join our Brand and Marketing team as we deliver on Alzheimer WA's vision and exciting new strategic direction.

We are looking for a well-rounded modern marketer with strengths in digital marketing, multi-channel communications, and content creation.

As Senior Marketing Officer, you will work closely with the Head of Brand and Marketing to drive brand awareness, enhance client and member engagement, and grow revenue for Alzheimer's WA.

You will be responsible for planning, implementing and delivering on marketing campaigns; managing Alzheimer's WA's websites and social media platforms; and writing and publishing online and offline content including e-newsletters and media releases.

Working in a small Marketing team, you will be highly organised and creative with the ability to think strategically and execute tactically. You will also be adept at writing and producing marketing communications materials including newsletters and flyers, and practised in managing and maintaining websites.

### **Selection Criteria**

As the successful Senior Marketing Officer Marketing you will have:

- A qualification in Marketing, Communications, PR or equivalent
- Strong skills and experience in digital marketing and reporting, analysing campaign results and making campaign adjustments to ensure maximum return on investment
- Comprehensive understanding of mainstream and digital media
- Proficiency in the use of marketing systems such as CRM, email marketing (eg MailChimp) and content management systems (eg WordPress), and Adobe Creative Suite programs (eg InDesign)
- Demonstrated experience in monitoring press coverage, co-ordinating and preparing media releases to meet internal and external deadlines
- Ability to create marketing communications including e-newsletters, web copy and other collateral.
- Effective stakeholder engagement, prioritising multiple clients and projects to achieve objectives
- Ability to prioritise own workload and manage deadlines
- Excellent attention to detail, exceptional written and verbal communication skills
- Proficiency in MS Outlook, PowerPoint, Word, and Excel

This is a full-time role and is currently based at our Head Office in Osborne Park. We will be relocating to our new offices in Subiaco early in 2021.

For enquiries, phone Annie Palmer, Head of Brand and Marketing, 9388 2800,  
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- 5 weeks of annual leave
- Opportunity to salary package
- Wellbeing program