

JOB DESCRIPTION

Title: Business Manager

1 Primary Function	
The Business Manager, in conjunction with the CEO, is responsible for the development, implementation, and review of marketing and communication strategies across all activity centres at NATSPEC.	
2 Reporting	
To the Chief Executive Officer.	
3 Supervises	
Communications Assistant. Feature Writer	
4 Work Performed	
	Frequency
Business & Marketing Planning: <ul style="list-style-type: none"> · Develop, implement, and review marketing and communication plans in conjunction with the CEO and Activity Centre Managers. · Propose opportunities for increasing the value we provide to the AEC industry. 	30% of activity
Marketing Communications: <ul style="list-style-type: none"> · Ensure that all communications activities and material align with our Brand positioning. · Develop and manage the subscriber survey. · Develop and deliver communication material. · Develop and co-ordinate communication activities. · Co-ordinate the website development, content, and maintenance. · Manage the CRM database. · Manage non-manufacturing sponsors. 	50% of activity
Any other task assigned by the Supervisor (also includes tasks that take less than 5% of the job).	As required/agreed.
5 Measures/Outcomes	
Relate to team commitment and customer focus and are based on: <ul style="list-style-type: none"> · Accuracy and efficiency. · Meeting deadlines. · Quality of project outcomes. · Relationship with internal stakeholders. 	
6 Experience and Attributes	
<ul style="list-style-type: none"> · Minimum 3-years AEC (architecture, engineering, construction) industry experience desired. · Degree in marketing or MBA required, with experience preparing marketing plans. · High attention to detail. · Excellent written and verbal communication skills. · Experience writing to suit a variety of audiences. · Proactive and able to generate new ideas. · Experience in marketing on Social Media, Web, and intranet management an advantage. 	