

Marketing Officer

Marketing & Investor Support

Position details

Classification	DHA5
Business area	Provisioning Group
Supervisor	Marketing Manager
Location	Sydney Regional Office
Position status	Full Time, standard hours
Security clearance	Baseline

OUR ORGANISATION

Do you want a role supporting our Defence personnel? Defence Housing Australia is a Government Business Enterprise providing housing and related services to Australia's Defence personnel and their families. Our housing portfolio, at approximately 17,000 properties, is one of Australia's largest with properties located in all states and territories.

We take pride in serving those who protect Australia and our way of life. We are a motivated and professional organisation, welcoming people from diverse backgrounds with both private and public sector experience. We strive to continually look for innovative ways to improve and deliver services to best meet the needs of our customers. We are committed to creating vibrant and healthy workplaces and encourage you to embrace our purpose and join our team. Together we are building an inclusive culture that encourages and supports equal opportunity and celebrates the diverse voices of our employees and the communities we operate in.

ABOUT YOUR TEAM

The Provisioning Group is responsible for bringing quality properties into the portfolio to meet Defence requirements through leasing and acquisitions.

The Marketing & Investor Support team provides advice, support and specialist services to the Provisioning Group and is responsible for supporting DHA's provisioning programs by generating quality leads and nurturing investors through the conversion process.

YOUR CONTRIBUTION

As the Marketing Officer, you will assist in the planning, development, implementation and evaluation of marketing strategies and associated activities. You will build productive relationships with DHA staff, stakeholders, and third-party service providers and will help contribute to the achievement of DHA's strategic objectives and targets.

You will possess sound communication and interpersonal skills, a strong customer service focus and be a committed team player. You will have the ability to represent DHA in a professional capacity and develop effective business relationships. You will also support the Marketing Manager by coordinating and conducting administration tasks and duties.

OFFICIAL

WHAT WE ARE LOOKING FOR

Appointments in the Australian Public Service are merit-based. We will make an assessment of your suitability by looking at what you have done previously – the knowledge, skills and experience you have built, your potential for development, and your personal qualities.

For this role, we will consider how well you can:

- Assist in planning, developing and implementing marketing strategies, activities and events to support DHA's strategic corporate objectives and targets.
- Perform market research activities to contribute to the development of media and marketing strategies.
- Deliver quality content to support marketing programs including creating and curating online content; proof reading, writing and editing; creating visual messaging; and in-house graphic design.
- Provide reporting and analytics on marketing activities and programs, with a view to developing insights that increase engagement and efficiency to improve DHA's overall product/brand awareness.
- Provide high-level administrative support including coordinating travel; recording budgets and processing payments; and undertaking procurement in line with DHA policies.
- Digital asset management; publications and promotional items management, dissemination and stocktake; and communications and inbox management.
- Provide systems support and identify opportunities to improve processes across multiple in-house systems (such as Customer Relationship Management, Content Management System, email Marketing platform, and analytics and reporting platforms)
- Build and maintain effective and productive working relationships with internal and external stakeholders.

CONDITIONS AND BENEFITS OF THE ROLE

This is a full-time position. DHA's core business hours are between 8.30am and 5.00pm Monday to Friday. DHA operates under flexible working hours and staff may be required to work outside core business hours at times.

Your employment experience with DHA will include work-life balance and flexible working options, competitive salary and benefits (including 15.4% superannuation contributions by DHA), generous leave entitlements, career progression opportunities and a diverse range of interesting projects in a high performing and collaborative work environment.

HOW TO APPLY

Considering the information above, please use 500 words to detail how your skills, experience and knowledge are relevant to the role and describe the contribution you can make to DHA. This will give us an idea of your writing and comprehension ability, as well as your understanding of the role.

To give you the best chance of winning the role, we recommend you read the [Australian Public Service Commission's Cracking the Code](#) guidance on how to write your response. Additionally, you should consider the expected behaviours described in the Australian Public Service Commission's [Integrated Leadership System](#) at this role's level.