



Australia-Pacific Youth Dialogue

About us:

The Australia-Pacific Youth Dialogue is a youth association based in Australia, New Zealand and the Pacific Islands, with the vision of building and nurturing a robust relationship between youth in the Pacific Islands and Australia to address regional issues collaboratively.

Our mission is to establish a constructive platform that provides opportunities for young leaders to connect, communicate and engage with the most pressing issues facing our region. We welcome the participation of youth aged 18-35 from all communities within Oceania and aim to promote diversity in our partnerships through providing career resources, running digital events, programs and publications.

About the role:

We are seeking a motivated and dedicated individual who will join our executive as Chief Marketing Officer (CMO). As the CMO, you will strategise and execute initiatives with the APYD executive leadership team. You will be involved in many diverse functions: from marketing strategy and communications implementation, designing effective marketing campaigns for our initiatives, organisational design and development to driving the growth of the Dialogue.

We strongly encourage applications from Pasifika youth or those that are located in Pacific Islands.

All roles at APYD are currently on a volunteer basis.

Key Responsibilities:

- Oversee the design and execution of multi-channel marketing strategy and campaigns, set and achieve strategic marketing goals related to the organisation's development and execution, advertising, social media metrics and digital communications.
- Lead, mentor and motivate the Digital Events and Media and Communications teams to support the growth of APYD communications.
- Develop strong partnerships with the above teams to create and manage upper-funnel marketing performance.

- Work with the Development and Partnerships team in all aspects of marketing outreach and partnerships.
- Drive brand development for the organisation by creating inspiring value propositions and amplification of unique marketing propositions.
- Oversee all aspects of creative development, including the development of content, copy, graphics, and the website.
- Responsible for all aspects of marketing account management, including project management for all active marketing projects, delivering projects on time and under budget.

Requirements

Commitment:

- Length of appointment: 12 months minimum.
- Approximately 5-7 hours per week.

Eligibility:

- Completing or holding a Bachelor's Degree in Marketing or Communications or having relevant industry experience.
- Aged between 20-35 years.
- Located in Australia, New Zealand or the Pacific Islands.

Selection Criteria:

- Passion for Pacific-Australia relations and regional issues.
- Demonstrated professional leadership experience.
- Excellent verbal communication and presentation skills.
- Solid understanding of fundamental marketing principles.
- Understanding of event management, content strategy and marketing analytics tools.
- Proven ability to formulate and implement strategic initiatives.
- Experience in marketing strategy and development will be highly regarded.
- Experience in non-profit sector leadership will be highly regarded.

Application instructions

To apply for this role, please send your CV/Resume and Cover Letter addressing the above criteria to Thanh Nguyen at aus.pacyd@gmail.com.

For all inquiries, please contact Deputy CEO Thanh Nguyen at aus.pacyd@gmail.com.