



ashm
Australasian Society for HIV Medicine

COMMUNICATIONS & MARKETING COORDINATOR

ASHM EXECUTIVE

Position No. CMCSEPT2010

Fixed term contract for 12 months, with the view to extension

Full-time/Part-time, based in Sydney

Starting Salary Grade 4 Level 8-11 \$54,188 – \$71,927 gross per annum full time plus 10% superannuation, leave loading & access to non-taxable fringe benefit salary packaging

1. PURPOSE OF POSITION

To develop and manage a marketing and communications strategy for the Australasian Society for HIV Medicine (ASHM) focusing on four key areas:

- ASHM's resources, education programs and events;
- Media representation;
- Membership; and the
- ASHM Gift Fund.

Performance will be evaluated by the extent to which:

- Promotion of ASHM resources and activities is maximised in the appropriate arenas allowing ASHM meet its contractual and strategic targets.
- Greater recognition of ASHM and its programs results in:
 - Optimal reach of the Society's promotional activities to core target markets;
 - ASHM representation in the media; and
 - An increase in new members and better support for existing ASHM membership, through the promotion of benefits of membership to potential new member groups and/or affiliated organizations; Increased giving to ASHM's tax deductible Gift Funds; and
 - The identification of, and successful application to, philanthropic and other funding sources.

2. ORGANISATIONAL RELATIONSHIPS

Supervisor: Chief Executive Officer

Direct Report: Communications and Marketing Assistant (*to be recruited*)

3. KEY ROLES

ASHM Resources, Programs and Events

- In conjunction with internal stakeholders, provide expert advice and assistance in the development, implementation and evaluation of marketing plans for ASHM courses, resources, educational activities, events and fundraising projects across ASHM's three core Divisions: Professional Education, Conference & Events; and the International Program.
- Develop and coordinate, in conjunction with the CEO and internal stakeholders, an annual calendar of internal and related external events which identifies key promotional/corporate marketing and membership opportunities, including, but not limited to:
 - Annual Australasian HIV/AIDS Conference;
 - Australasian Viral Hepatitis Conference;
 - International Congress on AIDS in Asia and the Pacific (ICAAP) and other regional meetings;
 - World AIDS Day (and awareness week);
 - World Hepatitis Day (and hepatitis awareness week); and
 - Anniversaries and/or key events in the sector (such as the introduction of HIV testing).
- Represent ASHM on relevant committees and develop and establish an excellent understanding of the sector, sector partners, their staff, key members and emerging collaborators and markets.
- Oversee the branding of all ASHM publications, maintaining consistency across all forms of marketing material, including online publications.
- Coordinate the production of ASHM's monthly e-newsletter, corporate publications including the Annual Report and member publications, and assist with any other publications as required by the Division managers.
- Oversee ASHM's website as a marketing and branding tool, exploring new means of marketing ASHM's resource and training programs via Web 2.0 technologies
- Establish and maintain budgets for all activities. This will include managing the process for cross-charging of marketing services to each of the divisions within ASHM and itemised billing of services provided to the Conference Division, as well as those provided to third parties e.g. Conferences which the ASHM Conference, Events and Sponsorship Division organises for third parties.
- Prepare monthly reports for the CEO and Board, evaluating key marketing and communications initiatives and results.

Membership

- Coordinate ASHM's membership program, overseeing member communication, membership development, the servicing of benefits, and the membership renewal process.

Media

- Coordinate ASHMS's media strategy:
 - Pursue media opportunities with a strong emphasis on professional and health related media;
 - Maintain oversight of ASHM media activities, including liaison with the Board in the planning of long and medium term goals and liaison with any outsourced media contractors;
 - Oversee the development and maintenance of an accurate and comprehensive database of marketing and media contacts;
 - Maintain a media file monitoring media activity relating to ASHM, including a summary of initiatives to draw specific media;
 - Maintain the "Media Centre" webpage on the ASHM website including the publication of ASHM media-related articles and releases; and
 - Evaluate media on a cost/benefit basis and provide strategic feedback to the CEO and Board about the efficacy of different options.

Gift Funds/Fundraising

- Coordinate, in conjunction with internal stakeholders, the ASHM Domestic and International Gift Funds, as well as delivering innovative fundraising campaigns as relating to ASHM's membership and the broader health/private sector.
- Establish and maintain a good understanding of the philanthropic, commercial, government and non-government funding sources to which ASHM might apply for support.

4. GENERIC RESPONSIBILITIES

- Contribute to the development and improvement of the Society through participation in the Secretariat, via induction, supervision, staff meetings and actively collaborating with Divisional Managers, Program Managers and Project staff
- Understanding of, and commitment to, Equal Employment Opportunity and OH&S Policies, and Principles of Cultural Diversity.
- Demonstrate sensitivity to the particular issues affecting people living with HIV and or viral hepatitis and the impact these conditions can have on affected individuals, communities and the health care workers who provide services in these areas.

SELECTION CRITERIA

ESSENTIAL

- Tertiary marketing or communications qualifications and/or a minimum of three years experience working within a marketing/communications role.
- A proven track record of developing, implementing and evaluating successful marketing and communications strategies including budgets and risk assessments.
- Experience in and/or an understanding of the HIV, viral hepatitis, sexual health education sector and/or contacts within the sector, or a capacity to quickly develop such an understanding.

- Media relations skills and experience, including experience in writing press releases.
- Proven writing skills including the compilation and presentation of information in different contexts and for different audiences (e.g. reports, brochures, direct mail).
- Proven project/event management and time management skills.
- An understanding of corporate branding, and an eye for effective layout and style.
- Proven expertise in managing and/or motivating, advising and supporting staff and the capacity to work with teams comprising senior and subordinate staff as well as peers.
- Excellent understanding of Microsoft Office packages.

DESIRABLE

- Experience working in and/or an understanding of, the not-for-profit environment and working with health professionals and government stakeholders.
- Experience in fundraising and/or sponsorship.
- Understanding of/experience in managing social media campaigns.
- Design software, database and website management skills.
- Membership of an appropriate professional organisation.
- Understanding of EEO, OHS and EAPS

5. SKILLS & EXPERIENCE

For appointment at the higher end of the salary band, the applicant will need to have demonstrable skills, experience and qualifications in all of the Essential Selection Criteria. A trainee, student or persons with less skills or experience may be considered for appointment at a lower remuneration level

6. EVIDENCE OF QUALIFICATIONS

Appropriate tertiary qualification or enrolment in same.

Membership or accreditation of a recognized professional body or training to obtain same

7. APPOINTMENT

This is a vacated position available for immediate appointment to the successful applicant. The position is offered 3 – 5 days per week at a salary level appropriate to skills, experience and qualifications.

The initial appointment is for a 12 month period after which time continued employment may be negotiated. It is our intention that this continues as an established position within the Secretariat, and subject to satisfactory performance and funding the position holder would be offered an ongoing appointment.

8. PROBATION PERIOD

A probationary period of 3 months is applicable. During this time the position holder will be provided additional support and supervision to assist s/he to accommodate to the position and the new work environment. During that time employment may be terminated by either party giving two weeks written notice. While entitlements (annual and personal leave) accrue during the probationary period the position holder is not normally eligible for these until the successful completion of probation.

9. SALARY

A salary range of Grade 4 Level 8-11 is offered for a part or full time appointment. This salary may include a cash component, non-cash component (fringe benefit) which is paid on the employee's behalf, and superannuation. A part-time appointment will be paid pro-rata.

10. VERIFICATION

This section verifies that the position holder and Chief Executive Officer have read the above position description and are satisfied that it accurately describes the position.

POSITION HOLDER

Signature..... Date.....

CHIEF EXECUTIVE OFFICER

Signature..... Date.....

COMMUNICATIONS AND MARKETING COORDINATOR – SEPTEMBER 2010

KEY RESPONSIBILITIES AND HOW THESE WILL BE MEASURED

Role	Responsibility	Performance Measure
<p>Develop distribution and marketing plans with the Professional Education Division and International Division for courses, resources and educational activities. These will be both routine (for all activities) and showcase activities from time to time (particularly when a new resource is launched or market entered)</p>	<p>Review existing marketing and promotional activities which have been employed at ASHM and critically analyse these</p> <p>Identify the routine and unique resources and activities which require marketing and promotion and develop generic plans which can be developed for each of these</p> <p>Establish mechanisms and routines for working with:</p> <ul style="list-style-type: none"> • the Professional Education Division Manager • The International Division Manager, • the 3 Program Managers in HIV/STI, Viral Hepatitis and Blood Borne Virus Education and the Manager of Workforce Development • Project staff in the Professional Education Division and International Division <p>With the project staff identify budgets for plans and develop costed project plans, timelines and evaluation strategies</p>	<p>Critique & pro forma to Management Team within one month</p> <p>Mechanism approved by PED & International Managers within one month</p> <p>Mechanism presented to full PED and International Teams within 2 months</p> <p>A number of projects identified and piloted</p> <p>Post production marketing plans are established, evaluate well and are monitored and adjusted on an on-going basis</p>
<p>Oversee development and implementation of ASHM 'brand' and look of ASHM publications</p>	<p>Creation and maintenance of ASHM 'brand'</p> <p>In consultation with Division Managers, assist with the production of all ASHM publications</p>	<p>ASHM 'brand' is implemented within six months</p> <p>Division Managers express satisfaction with coordination of publications</p>
<p>Work with the CEO and Management Team to develop and rollout an annual, calendar of events which ASHM will use as media and/or promotional events, and conferences and events conducted by our Conference, Sponsorship &</p>	<p>Review any existing events calendars and establish:</p> <ul style="list-style-type: none"> • a key media event calendar • a key promotional activity calendar <p>Establish and maintain a list of Board and other key members</p>	<p>Present to the Media Calendar and Strategy to the Board on an annual basis.</p> <p>Establish a media kit for Board Members/Key Staff and consider the need for media training</p>

Role	Responsibility	Performance Measure
<p>Events Division for third parties. This will include but not be limited to:</p> <ul style="list-style-type: none"> a. Australasian HIV Conference b. Australasian Viral Hepatitis Conference c. ICAAP and other regional meetings d. World AIDS Day (and awareness week) e. World Hepatitis Day (and hepatitis awareness week) f. Anniversaries and/or key events in the sector (such as the introduction of HIV testing) <p>This may also involve working on activities which rollout over a number of years.</p>	<p>who can provide topic based information, respond to media enquiries and assist in providing technical information to the Media</p> <p>Ensure that there are plans established to respond to each of these activities and a mechanism in place for responding to unsolicited media enquiries</p> <p>Conduct media, marketing and promotional activities for ASHM and agreed third parties.</p> <p>Explore the feasibility of having a coin or stamp issued to commemorate WAD or WHD</p>	<p>for Board members if their media engagement increases</p> <p>Establish sound relationships with all agencies involved in the events as listed and any new events</p> <p>Establish a functional report for presentation to the Board on a monthly basis. Any report/proposal must contain effective budgeting, risk assessment and evaluation criteria</p>
<p>Work with our internal resources and IT staff to ensure that we are communicating with our existing stakeholders in efficient and meaningful ways. This may involve surveying members and or collecting information from members when they join or renew membership.</p>	<p>Develop a sound understanding of the work of ASHM, the philosophy of the organization and the structure in place and used by the secretariat.</p> <p>Exhibit an thorough understanding of membership types (including individual, organization, sustaining and affiliate members) and the range of stakeholders.</p> <p>Develop standardized communication letters for members and kits for new members that are supportive of member needs and encourage membership.</p>	<p>Develop or have and maintain an excellent understanding of ASHM, the HIV, viral hepatitis and STI sector, through participating in sector activities and through supervision with the CEO</p> <p>Correspondence is developed over the year and all in-place for 2011 membership renewal</p> <p>Collect appropriate metrics associated with communications and actively feed this back to staff to help inform the ongoing quality</p>

Role	Responsibility	Performance Measure
	<p>Work with the staff involved in membership so that they develop and promote a respectful and effective understanding of membership services and explore ways to improve membership services and relationships.</p> <p>Establish standards and best practice for the range of membership communications, including email alerts, special and routine communications.</p>	<p>improvement of our communications and promotional activities</p>
<p>Establish and maintain budgets for all activities. This will involve cross charging for services to units within ASHM and for services provided to partners such as conferences which the ASHM Conference, Events and Sponsorship Division organize for third parties</p>	<p>Work with the Division Managers and Internal Accountant to establish rigorous cross charging strategies for the allocation of funds to work undertaken</p> <p>Assist in the development of estimates for the services of this position to be:</p> <ul style="list-style-type: none"> • included in hosting fees • allocated in project funding proposals • presented as fee schedules for 3rd party conference partners • absorbed in the membership, board and policy budgets 	<p>Cross charging is applied rigorously to all activities. At least 75% of hours are allocated</p> <p>Contribution of this position is clearly identifiable across the organization</p> <p>Maintain a register of all media relating to ASHM and report this to the Board on a regular basis.</p>
<p>Establish and maintain a good network of journalist and media contacts in the medical, professional and mainstream media. This will include trade magazines and the newsletter, website and publications of other organizations and societies.</p>	<p>Establish a network of journalists working in the sector and ensure we have the mechanisms in place to communicate with them efficiently. This will be particularly important in established and emerging areas such as the ethnic media in relation to hepatitis B</p> <p>Establish a network of media, PR marketing and communication staff or volunteers working in the sector and ensure we have the mechanisms in place to communicate with them efficiently</p> <p>Establish relationships with trade, professional and other</p>	<p>Media registration at the conference increases</p> <p>Exposure of ASHM in the media increases</p> <p>ASHM works collaboratively with other sector agencies</p> <p>ASHM develops media strategy for key events</p> <p>ASHM establishes links with tertiary media</p>

Role	Responsibility	Performance Measure
	interest based entities so that we can place adverts and the like with ease.	entities/schools domestically and regionally
Establish and maintain a good understanding of the philanthropic, commercial government and non-government funding sources to which ASHM might apply for support. This will involve developing a good understanding of: <ul style="list-style-type: none"> our activities, philosophy and needs so that applications are well targeted and understanding government legislation relating to charities, fundraising and the like 	<p>Manage resources relating to philanthropy, fundraising and charities and related areas and make sure that we are abreast of changes in these areas</p> <p>Make sure that any initiatives have the correct authorities and that appropriate risk management is undertaken</p> <p>Develop a strategy for engaging with philanthropy and for increasing input to the ASHM gift funds</p>	<p>Provide briefings to the CEO and Management Team on this area</p> <p>Participate in the Audit and Risk Management Committee on a needs basis</p> <p>A strategy is developed within the first 6 months, launched at the Australasian HIV Conference (if appropriate) and progress reported to the Board at its face-to-face meeting in 2011 (usually March)</p>
Monitor and measure the effectiveness of the active promotional strategies to improve performance against stated objectives.	Ensure all promotional activities have the relevant metrics to measure performance	Regular ongoing reporting of campaign effectiveness coupled with learnings / recommendations for future campaign refinement.
Explore new means of marketing our resource and training offerings via Web 2.0 technologies such as online social networks to maximize the reach of the assets to defined target groups.	<p>Establish and maintain online accounts to appropriate social networking forums</p> <p>Maintain membership to relevant groups to propagate relevant information on ASHM initiatives</p>	Increased activity to the ASHM website
Assist in the representation of ASHM on relevant committees and develop and establish an excellent understanding of the sector, sector partners, their organisation's staff and key members and emerging collaborators and markets	<p>Work with secretariat and Board to support them and/or represent ASHM in the sector.</p> <p>Maintain an active interest in new and potential activities</p>	Set promotion targets, membership targets and income targets within the first 12 months and report achievement against these progress reported to the Board at its face-to-face meeting in 2011 (usually March)



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Starting Salary Grade 4 Level 8-11 \$54,188 – \$71,927 gross per annum full time
plus 10% superannuation, leave loading & access to non-taxable fringe benefit salary packaging
(total remuneration package up to \$xx,xxx pa including salary,
10% employer's contribution to superannuation and leave loading)

The Australasian Society for HIV Medicine (ASHM) is the peak organisation of health professionals in Australia and New Zealand who work in those areas of health concerned with HIV. ASHM draws on its experience and expertise to contribute in the related areas of viral hepatitis and sexual health.

ASHM is seeking a dynamic individual to assume a communications, marketing and media role in order to facilitate communication between the Society and our stakeholders. This successful applicant will have a pivotal and exciting role promoting our work, resources and programs; attracting interest in our work, in line with our strategic plan and direction from the Board; and acting as a conduit between internal and external parties.

Key tasks will include developing, implementing and evaluating communications, marketing, membership development and sponsorship plans which will involve producing and coordinating promotional schedules; writing articles, press releases and presentations; and media networking.

ESSENTIAL

- Tertiary marketing or communications qualifications and/or a minimum of three years experience working within a marketing/communications role.
- A proven track record of developing, implementing and evaluating successful marketing and communications strategies including budgets and risk assessments.
- Experience in and/or an understanding of the HIV, viral hepatitis, sexual health education sector and/or contacts within the sector, or a capacity to quickly develop such an understanding.
- Media relations skills and experience, including experience in writing press releases.
- Proven writing skills including the compilation and presentation of information in different contexts and for different audiences (e.g. reports, brochures, direct mail).
- Proven project/event management and time management skills.

- An understanding of corporate branding, and an eye for, effective layout and style.
- Proven expertise in managing and/or motivating, advising and supporting staff and the capacity to work with teams comprising senior and subordinate staff as well as peers.
- Excellent understanding of Microsoft Office packages.

DESIRABLE

- Experience working in and/or an understanding of, the not-for-profit environment and working with health professionals and government stakeholders.

- Experience in fundraising and/or sponsorship.
- Understanding of/experience in managing social media campaigns.
- Design software, database and website management skills.
- Membership of an appropriate professional organisation.
- Understanding of EEO, OHS and EAPS

ASHM offers generous TOIL (Time Off In Lieu) provisions and flexible working hours.

* As a health promotion charity, ASHM is able to provide access to non-taxable fringe benefit salary packaging, which enables employees to take advantage of tax benefits which can substantially increase their take home remuneration.

Further information can be downloaded from our website at: www.ashm.org.au/employment along with a full position description and information about ASHM.

ASHM is an equal opportunity employer.

Application deadline: 10am Monday 27 September, 2010
We aim to schedule interviews for Friday 1 October, 2010

Applications **must** include a:

- covering letter
- statement of claims against the selection criteria which sets out the applicant's experience and/or capacity to meet each of the criteria
- curriculum vitae
- List of confidential referees (these will not be contacted until after an interview is held)

Email to terry.fairclough@ashm.org.au

Contact: Terry Fairclough, Business Services Unit Manager, on (02) 8204 0700.



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APPLICATION PROCESS

Emailed applications (preferred) with the Position Number specified in the subject line should be sent to the Business Services Manager at terry.fairclough@ashm.org.au.

Written applications may also be posted to:

Mr Terry Fairclough
Business Services Unit Manager
ASHM
LMB 5057
DARLINGHURST NSW 1300

Applicants **must** provide:

- a detailed curriculum vitae
- a written statement of their claims to address each of the selection criteria. Applicants who do not provide such written evidence may not be considered for an interview. A sample format and template are provided below.
- a list of three referees;
- evidence of any qualifications or enrolment for same, and professional association or membership.

Applicants should also demonstrate familiarity with the work of ASHM, our activities, resources and annual report.

Applications must reach the office by: **10am Monday 27 September, 2010**

Further information can be downloaded from our website at www.ashm.org.au/ along with a position description and information about ASHM.

Contact: Terry Fairclough, Business Services Unit Manager, tel 02 8204 0700

ASHM is an equal opportunity employer and a smoke free workplace.

Sample Statement of Claims against the Selection Criteria

ESSENTIAL SELECTION CRITERIA	SAMPLE ONLY
1. Medical practitioner with a minimum 5 years experience in rural practice and an understanding of emerging issues in rural health	
	<p>I hold an MMBS from the University of Melbourne (copy of transcript attached), graduating in 1995. I have been in general practice in Dubbo for the past three years and in Tennant Creek for the five years prior to that. I am an active member of the Australian College of Rural and Remote Medicine where I chair the panel on challenges to rural practice. The committee has identified eight priority areas for rural practitioners including access to schools, skills renewal and litigation costs as well as declining rural communities. I have supervised rural general practice trainees in for the past two years. I sit on the Far West medical advisory board and am on the roster for the flying doctor service. I am involved in teaching on the nursing and aboriginal health care worker training programs at the Dubbo Clinical school.</p>

Statement of Claims against the Selection Criteria (please do not submit more than 4 A4 pages)

Name:

Position applied for:

ESSENTIAL SELECTION CRITERIA

1. Tertiary marketing or communications qualifications and/or a minimum of three years experience working within a marketing/communications role.
2. A proven track record of developing, implementing and evaluating successful marketing and communications strategies including budgets and risk assessments.
3. Experience in and/or an understanding of the HIV, viral hepatitis, sexual health sector and/or contacts within the sector, or a capacity to quickly develop such an understanding.
4. Media relations skills and experience, including experience in writing press releases.
5. Proven writing skills including the compilation and presentation of information in different contexts and for different audiences (e.g. reports, brochures, direct mail).
6. Proven project/event management and time management skills.
7. An understanding of corporate branding, and an eye for, effective layout and style.
8. Proven expertise in managing and/or motivating, advising and supporting staff and the capacity to work with teams comprising senior and subordinate staff as well as peers.
9. Excellent understanding of Microsoft Office packages.

DESIRABLE SELECTION CRITERIA

1. Experience working in and/or an understanding of, the not-for-profit environment and working with health professionals and government stakeholders.
2. Experience in fundraising and/or sponsorship.
3. Understanding of/experience in managing social media campaigns.
4. Design software, database and website management skills.
5. Membership of an appropriate professional organisation.
6. Understanding of EEO, OHS and EAPS



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Recruitment Privacy Statement

By submitting an application for an advertised position with ASHM, you will supply us with personal information that is subject to the Privacy Act.

The personal information contained in your application or provided by you in telephone calls or interviews will be used by us to:

- Assess your suitability for the position at ASHM
- Process your application
- Conduct reference checks
- Check academic results, professional memberships or qualifications if appropriate

If we do not collect your personal information we are not able to process and assess your application for employment.

Your application will be viewed by management, staff or office bearers of ASHM and potentially outside interview panellists involved in the selection process.

If you wish to request access to personal information relevant to your application you can do so by contacting us by phone, email or in writing.

ASHM takes all reasonable security measures to protect personal information from loss, unauthorised access, destruction, misuse, modification or disclosure.

In the event that your application is unsuccessful, we will dispose of your personal information within three months of the conclusion of the recruitment process.

ASHM reserves the right to maintain an eligibility list for positions which subsequently become available.

In the event that your application is successful, your application and information about your recruitment will be placed on your personnel file and retained by ASHM.

Terry Fairclough
Business Services Unit Manager

Salary Schedule - ASHM Grade 4 L11 I2				
71,927	Gross per annum			
80,091	including 10% super and leave loading			
		Fully Packaged with FB	Market Equivalent of packaged salary	
Gross Salary	71,927	55,877	78,805	
Less tax	15,128	10,313	17,191	
Fringe Benefit		16,050		
Total net income	56,799	61,614	61,614	
Super at 10%	7,193	7,193	7,092	9%
SubTotal	79,120	79,120	85,897	
Leave loading	971	971	1,159	
Total	80,091	80,091	87,056	

Please note: the information above is for the maximum salary rate for this position.

INFORMATION ABOUT SALARY PACKAGING WITH THE NON-TAXABLE FRINGE BENEFIT

The Commonwealth Government has made some concessions to eligible organizations, including health promotion charities such as ASHM, which allow us to vary the way an employee is paid to reduce the employee's tax obligations using a "non-taxable fringe benefit". This is done in an attempt to assist charities to reduce the difference between the wage the charity may be able to afford to pay and salaries paid in government or some private enterprises.

A proportion of the employees wage is able to be paid as a non-taxable fringe benefit (that means a payment to a third party. for rent or a loan repayment for example) and no tax is paid on up to \$16,050, paid in this way per year.

That means that rather than \$14,800 of a salary of \$69,832 going to the tax department, \$9,985 goes to the tax department and \$4,815 goes toward your loan, rent or other third party payment. Put another way, this salary (if packaged with the non-taxable fringe benefit), is equivalent to a package in the open market of \$84,646 (including 9% super and leave loading).



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POSITION VACANT:

COMMUNICATIONS & MARKETING COORDINATOR

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Starting Salary: \$54,188 – \$71,927 gross per annum full time

plus 10% superannuation, leave loading & access to non-taxable fringe benefit salary packaging
(total remuneration package up to \$80,091pa including salary, 10% employer's contribution to super and leave loading)

The Australasian Society for HIV Medicine (ASHM) is seeking a dynamic individual to coordinate a communications, marketing and media strategy which facilitates and broadens communication between the Society's members and its key stakeholders. The successful applicant will have a pivotal and exciting role promoting ASHM's work across its three core divisions: Professional Education, Conference Sponsorship and Events, and the International Program.

Key tasks will include developing, implementing and evaluating communications, marketing, membership development and sponsorship plans which will involve producing and coordinating promotional schedules, writing articles, press releases and presentations; and media networking.

Further information can be downloaded at: www.ashm.org.au/employment along with a full list of essential and desirable selection criteria, position description and information about ASHM.

Application deadline: 10am Monday 27 September, 2010

Contact: Terry Fairclough, Business Services Unit Manager, on (02) 8204 0700.