



Position Title	Membership & Communications Manager
Occupant	Vacant
Reports to	Chief Executive Officer (CEO)
Employment Status	Permanent – 4 days per week
Location	Work from Home (Melbourne based)
Salary	\$100k FTE (pro rata 0.8)
Date Reviewed	September 2025

Position Purpose

The Membership & Communications Manager will play a pivotal role in driving membership growth by leading strategies to attract new members. Equally important is strengthening engagement and retention, ensuring WSAA delivers a compelling value proposition and meaningful member experience. The role also encompasses strategic communications, both to members and the wider industry, while raising WSAA's profile and promoting the benefits of window shading to the broader community.

Key Responsibilities

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| 1 | Membership Development: Attract new members and manage the end-to-end membership lifecycle, ensuring an exceptional member experience. <ul style="list-style-type: none">• Drive the implementation of the membership recruitment plan to attract new members by promoting the value of membership through targeted campaigns, industry engagement, and effective communication.• Process new member applications and coordinate the onboarding process to ensure a smooth and welcoming experience, including delivery of welcome emails, login access to the members portal and a timely follow-up contact.• Manage the annual renewal process and maintain accurate records in the association membership database system (Zoho).• Analyse and report on membership data and respond to member queries. |
| 2 | Membership Engagement: create a strong member value proposition of member services including an active events schedule to ensure we meet the needs of members and other stakeholders. <ul style="list-style-type: none">• Develop a WSAA Partner Program that actively seeks partnerships with businesses that offer products and services that directly benefit/service members.• Sell digital advertising, event sponsorships, and other member engagement opportunities to existing members seeking to increase their visibility, promote their offerings, and build their brand profile within the industry.• Support the State Event Committees and CEO in the coordination and promotion of local in-person events that allow members and industry stakeholders to connect and learn. |

	<ul style="list-style-type: none"> • Offer members flexible and accessible learning by hosting virtual events/webinars (Zoom) that enable participation from members across Australia. • Work closely with our event management partner (We Are Pheonix) to support the successful delivery of all elements of our triennial industry exhibition (SuperExpo) on the Gold Coast. • Plan and manage the triennial Gala Dinner (including venue coordination, catering, entertainment, ticketing, etc) and Awards program (including promotion of, sourcing and liaising with judges, ordering trophies, etc) • Schedule and coordinate the short course training offering (in development) by booking training course venues, allocating trainers, managing student registrations, providing pre-course materials to students, etc. • In liaison with the CEO, implement new member benefits from the strategic plan that enhances the member offering.
3	<p>Communications: manage all communication channels to ensure messaging is consistent and impactful.</p> <ul style="list-style-type: none"> • Plan, develop and execute integrated digital marketing campaigns across WSAA's communication channels to engage members and promote the Association and its activities within the wider industry. • Manage and grow engagement with social media platforms. • Maintain and update website to ensure content is current and accurate. • Design, write, and distribute engaging electronic direct mail (EDM) campaigns and newsletters that effectively communicate key updates, events, and initiatives to members and stakeholders. • Liaise with the industry magazine (Window Furnishings Australia) to provide copy and advertisements for each issue to help keep the wider industry informed of the Associations key activities and initiatives. • Support and/or lead strategic digital marketing projects that promote the role of window shading to the wider community (i.e.: energy efficiency, child safety, Global Shading Day, Australian Made Week, Sustainable House Day).
4	<p>Other:</p> <ul style="list-style-type: none"> • Provide support to the CEO, Board and member committees with ad-hoc administrative and strategic project-based tasks as required.

Knowledge & Skills, Qualifications & Experience and Personal Qualities & Characteristics

Knowledge & Skills

- An appreciation of the role of an industry Association and what it means to be "member-centric" and to create a strong member value proposition.
- Demonstrated ability to grow membership, build partnerships, secure sponsorships and/or generate new revenue streams.
- Experience with CRM systems (Zoho highly regarded).
- Proficiency in Canva (highly regarded) and Office 365.

- Strong digital marketing skills, including social media, email campaigns, newsletters and website content management (Webflow highly regarded).
- Familiarity with webinar platforms and experience with virtual event delivery.
- Proven ability to execute small scale events end-to-end, with a sound understanding of event budgeting and financial management.

Qualifications & Experience

- Membership Associations or transferable industry experience.
- At least 5 years' experience across membership management, communications and events.
- Tertiary qualifications and relevant experience in communications, marketing, event management, or other relevant qualification(s).

Personal Qualities & Characteristics

- Hunger, drive, and determination to deliver measurable results.
- Excellent verbal and written communication skills with the ability to engage well and build positive relationships with people.
- Exceptional networking skills, comfortable in creating and sustaining new professional relationships.
- Strong time management and organisational skills with consistent ability to work on multiple projects concurrently and to effectively meet deadlines.
- Flexible and adaptable with a willingness to take on a variety of tasks.
- Ability to work autonomously and take initiative with a high level of self-motivation, energy and accountability.

Key Relationships, Authority & Other

Key Relationships

- Chief Executive Officer
- State Event Committees
- Event Management Partner (external)
- Window Furnishings Australia Editor (external)
- Board of Directors
- Members

Authority

Budget and financial responsibility in line with the Delegation of Authority Policy.

Other

This role requires some travel within Australia as required to perform the duties of the role and to support the Associations events.

Key Performance Indicators (KPIs) relevant to the role (such as membership growth targets) will be established and agreed upon, providing clear measures of performance and success.

A valid driver's license and a reliable motor vehicle is required.

Declaration
<p>I acknowledge that I have read and understood this Position Description which forms part of my contract from the date of effect.</p> <p>Name: _____ (signature)</p> <p>Date: _____</p>
<p>This Position Description is approved by:</p> <p>Chief Executive Officer: _____ (signature)</p> <p>Date: _____</p>