



Membership and Marketing Manager

Bicycle Network purpose

Bicycle Network believes that physical activity is vital for a happy healthy life. So, we make it easier for everyone to ride a bike every day. Our aim is to make Australia a nation of bike riders.

Purpose of the position

Making sure Bicycle Network's marketing plan for membership and events is implemented, works efficiently and meets our targets. This position focuses on campaign implementation, project management and reporting, however, creativity and proactivity are important.

To be successful in the role you will have:

- experience in a similar commercially focused membership and marketing role
- a strong understanding of CRM online/offline marketing concepts and project management
- experience in digital marketing
- a thirst for keeping up to date with marketing and membership trends
- excellent communications, stakeholder and management skills

Performance measures

- number of members and event participants
- revenue from our membership and events
- satisfaction of our members and event participants

Key accountabilities

1. Membership strategy and implementation

Implement Bicycle Network's communications and promotions plan for membership including acquisition, retention and win back strategies to deliver volume and income growth against targets.

2. Oversee the marketing of events

Lead the implementation of our events marketing plans, driving a team of marketing coordinators to success.

3. Maintaining and driving our CRM



Work to help maintain our CRM and on building our user journeys and segmented communications allowing the membership and marketing team to maximise market opportunities.

4. Build relationships with our members and riders

Understand our members and riders, anticipate and meet their needs and create ways to connect.

5. Deliver on a budget

Make sure the marketing and membership campaigns deliver the budgeted revenue outcomes while closely monitoring expenditure.

6. Manage a high performing team

Drive a dedicated marketing team to achieve great results, conducting regular one-to-ones and goal setting sessions.

7. Deliver timely and insightful reports

Collate membership and ticket sales data into comprehensive reports that can be delivered at senior management and board level.

8. Any other required responsibilities

Of course, there may be other things that come up. Because we're adaptable we'll work those out as we go.

Personal attributes and values

- an inspirational leader
- a creative and resourceful marketer, an expert who's comfortable with not for profit budgets
- commitment to take on huge things and keep going hard
- honesty: telling it straight but not being rude about it
- inclusive approach where we support, encourage and treat everyone as equals
- progressive: knowing that what worked yesterday won't cut it today
- an enthusiasm for getting people physically active and bike riding.

To express your interest, please email your resume and cover letter to people@bicyclenetwork.com.au