



<b>Policy Title:</b>	<b>Role Description – Marketing</b>		
<b>Policy Number:</b>	AACBT-POL-09.07	<b>Process Owner:</b>	Board
<b>Authorised by:</b>	Board		
<b>Last Review Date:</b>	August 2024	<b>Next Review Date:</b>	March 2027

<b>Position Title</b>	Director - Marketing
<b>Organisation</b>	Australian Association for Cognitive and Behaviour Therapy (AACBT)
<b>Position Purpose</b>	This position is responsible for the overall direction and content of marketing of AACBT events, journal. and organisation branding
<b>Reports to</b>	National President The Board of Directors for AACBT
<b>Portfolio</b>	Marketing
<b>Remuneration</b>	Nil, voluntary position <ul style="list-style-type: none"> <li>Refer to Travel Policy for reimbursements</li> <li>Subsequent year memberships are complimentary</li> </ul>
<b>Term of Appointment</b>	Three (3) years (or shorter if resigned or casual appointment)
<b>Governing Document</b>	AACBT Constitution
<b>Requirements</b>	<p>Essential:</p> <ul style="list-style-type: none"> <li>Full member of AACBT <ul style="list-style-type: none"> <li>Refer S16.9 AACBT Constitution for Director-specific items</li> </ul> </li> <li>Strong diplomatic and interpersonal skills</li> <li>Strong analytical, critical thinking, and problem-solving skills</li> <li>Time available to fulfil AACBT Board duties</li> <li>Attendance and participation at AACBT meetings</li> <li>Attendance and participation at AACBT national conference</li> <li>Willingness and ability to be able to work remotely, via e-mail / phone / etc</li> <li>Experience with portfolio (including understanding of core marketing concepts, including writing copy, planning / timetables, graphic design, use of social media, etc)</li> <li>Integration of marketing within Operational &amp; Strategic Planning</li> <li>Experience in the use of various social media platforms</li> </ul> <p>Preferred:</p> <ul style="list-style-type: none"> <li>Five (5) years of experience in cognitive and/or behaviour therapy (CBT) practice and/or research</li> <li>Broad connections within CBT community (domestic, national, international)</li> </ul>
<b>Groups / Memberships</b>	This position is a member of the following groups / sub-groups: <ul style="list-style-type: none"> <li>AACBT Board <ul style="list-style-type: none"> <li>National Awards assessment</li> <li>Fellows assessment</li> <li>Marketing</li> </ul> </li> <li>National Conference (copied only, non-voting)</li> </ul>
<b>Key Relationships</b>	This position primarily interacts with:



	<ul style="list-style-type: none"><li>• Board</li><li>• Branch Chairs</li><li>• Executive Officer</li><li>• Fundraising</li><li>• Website and Social Media<ul style="list-style-type: none"><li>○ Specifically, “Useful Links” and “Resources”</li></ul></li></ul>
<b>Position Responsibilities</b>	<p>Objects of AACBT:</p> <ul style="list-style-type: none"><li>• To undertake and promote research and education into CBT</li><li>• To publish and disseminate information about developments in CBT within Australia and other countries</li><li>• To provide education and training in the principles and practices of CBT</li><li>• To support scientific, evidence-based practice of CBT within Australia</li><li>• To liaise and consult with other persons or organisations in the research, education and practice of CBT</li></ul> <p><i>Also refer to AACBT Strategic plan</i></p> <p>General:</p> <ul style="list-style-type: none"><li>• Prepare for meetings by reviewing the agenda and supporting documentation</li><li>• Regularly attend board meetings and participate actively and conscientiously</li><li>• Keep up with issues and trends that affect AACBT</li><li>• Maintain confidentiality on all internal organisational affairs</li><li>• Undertake tasks as agreed / directed by Board</li><li>• Host / chair AACBT events as may be required</li><li>• Act in the best interests of AACBT and avoid any conflict of interest between their own interests and the interests of AACBT</li><li>• Contribute to the development of policies and strategic plans</li><li>• Participate in the evaluation of AACBT operations</li><li>• Ensure AACBT complies with legal requirements</li><li>• Understand AACBT's financial affairs and ensuring fiduciary responsibilities are met</li><li>• Approve audit reports, budgets and business decisions</li></ul> <p>Portfolio specific:</p> <ul style="list-style-type: none"><li>• Chair marketing meeting</li><li>• Facilitating and advising on marketing activities in relation to activities such as increasing and retaining membership, promotion of the national events, and marketing for the journal</li><li>• Coordinate the AACBT national and branch marketing strategic plan</li><li>• Review and provide feedback on events, including communications</li><li>• Provision of advice on website content for communication purposes</li></ul>
<b>Commitment Required</b>	<ul style="list-style-type: none"><li>• 5-10 hours per month</li></ul>