

Position description

Chapter Councillor – Marketing/Content

Reporting to:	AIPM Chapter President	Date:	25 September 2022
Role Type:	Volunteer	Term:	Up to 3 years Effective from 1 January 2023

Role profile:

As a volunteer with AIPM, you will contribute to shaping the project management profession in Australia and will have the opportunity to build your profile, your network and showcase your leadership skills. You will become part of a team of dedicated professionals who are proud to drive our not-for-profit organisation to deliver value to members, and to deliver against our vision to drive professional excellence and thought leadership in the project arena, and to bring people and ideas together for Australia's success.

The Chapter Councillor – Marketing / Content role will have a focus on supporting in-Chapter execution of the AIPM marketing strategy, in collaboration with the Chapter Council and AIPM Head of Marketing. Key aspects of the role include:

- Supporting AIPM marketing activity, particularly through social media channels and through word of mouth.
- Seek support across the Council to maximise the impact of marketing activity.
- Seek opportunities and events within the state / territory for creating AIPM brand exposure and awareness.
- Assist and contribute to content development such as the chapter update for monthly e-newsletter, quarterly chapter email, Paradigm Shift and blogs.
- Source local subject matter experts that can contribute to marketing activity, content development or presentation at AIPM conferences and events
- Maintain communication with the AIPM Head of Marketing, ensuring alignment to AIPM strategy.

In addition, this role will support the Chapter Council in driving the profession forward across the state / territory:

- Promoting the adoption of project management best practice.
- Building awareness and understanding of the profession.
- Stimulating dialogue and thought leadership to drive the future shape of the profession.
- Driving professional excellence in the field of project management.
- Promoting AIPM membership, certification and engagement with individual members and organisations.
- Creating a network and connections to support the professional advancement of members, and support organisations looking to enhance their project management capabilities.
- Supporting the shaping and execution of Chapter events that bring people and ideas together, to inform, educate and connect people across the profession.
- Support the development of rich content that can be shared at a national and local level.
- Support AIPM in engaging organisation partners at a state and territory level, and support business development activities of AIPM.

Requirements:

To be eligible to apply for this position, you must have current AIPM membership at a Member level or above and be eligible for certification at [CPPM level](#). In addition, we are looking for the following attributes:

- A keen awareness and interest in marketing.
- Social media savvy.
- Interest in writing and sourcing rich content to inform, educate and stimulate a dialogue about the shape and direction of the project management profession, and the economic, social and environmental context in which the profession operates.
- A passion for advancing the project management profession.
- Comfortable with public speaking.
- Experience with building effective stakeholder relationships.
- Open, inclusive and collaborative working style.