

**The Geological Society of Australia Inc**  
**Membership Officer Position Description**  
**Position Description updated 1 September 2016**

Location: Hornsby

Clerks Private Sector Award 2010

Classification: Level 4

Part-time position

21 hours per week, based on 7 hours per day worked between the hours of 9.00am - 5.00pm includes 1 hour lunch

Salary: \$50,000 @ 3 days pro-rata + superannuation

**About the organisation**

The Geological Society of Australia (GSA) was established as a non-profit organisation in 1952 to promote, advance and support Earth sciences in Australia. The Society's members represent all Earth science professions, including geologists, geophysicists, geochemists, palaeontologists, geotechnical and engineering geologists, environmental geologists, and associated professions. Members are located throughout Australia and internationally and are employed by the minerals and petroleum industries, government departments, research and education institutions and consultancy groups. The primary function of the business office is the professional delivery of member services and to position the GSA as the preferred choice for all geoscientists in Australia.

**About the role**

The Membership Officer position is at the core of the GSA's membership strategy. The primary responsibility of this role is to grow the GSA's membership base through direct engagement with current and prospective members throughout Australia and increase our online engagement. This position reports to the CEO.

Ideally, you will have a strong understanding of membership organisations and recruitment in conjunction with social media campaigns. You will be using your communications skills to build on existing relationships with volunteers and promote the development of tangible member benefits. The role includes assisting in the delivery of training programs and professional development and will involve some travel in Australia.

*Membership growth*

- Work with the CEO to develop recruitment and retention strategies for the various career stages of potential members.
- In consultation with the CEO and CFO develop strategies to map workplaces to identify where greater opportunities exist and where more resources are required to increase and retain members.
- Develop enthusiasm at all Australian tertiary geoscience institutions for membership of the GSA by urging all academic staff 1) to become GSA members and 2) to promote GSA membership to senior students at their universities (this is likely to entail visits and presentations to university campuses).
- Identify and engage directly with recent Earth and Environmental Science tertiary graduates to encourage the transition from Student to Graduate and Full membership.
- Work with the CFO to implement strategies to encourage GSA members to actively recruit new members.
- Engage directly with non-renewing members to secure continued membership.
- Work with the CEO and CFO to collaborate with stakeholders, identify valued member benefits and design potential member benefit programs.
- Perform other duties as required and instructed by the CEO.

### *Social Media and online presence*

- Work with the CEO to develop and implement a social media strategy to increase the online profile of GSA activities and to make the GSA a more attractive Society.
- Increase online engagement with members and non-members.
- Ensure all Divisions and Specialist Groups events are well covered by social media and an online presence.
- This position will drive the GSA's online presence.

### *Workshops and professional development*

- Assist in the logistics of workshops, seminars and field trips, typically in conjunction with sister societies (AIG, IAH, ASEG, AusIMM etc), which are low cost (especially to GSA members who may be unemployed or employed part-time, and to early career geoscientists (commonly pre-35 years age).
- Assist with logistics and online presence in delivery of GSA events including Division and Specialist Group symposiums and conferences.

### *Background and Qualifications*

- You are likely to have membership recruitment or online communications development background, possibly in a science or education environment.
- You will have an understanding of key issues facing membership organisations.

### **Skills and attributes**

#### **To be considered for this position your application must demonstrate the desirable skills and attributes for this position**

- Willingness to travel, as required.
- Demonstrated success in using online media to connect with stakeholders will be highly regarded.
- Previous experience in a membership development role.
- Demonstrated ability to engage and motivate individuals, preferably coupled with membership recruitment experience in an online environment.
- High degree of personal drive to work unsupervised for periods of time.
- Ability to think laterally and identify opportunities based on incomplete information.
- Outstanding written and verbal communication skills, both in one-on-one discussions and in public fora.
- Ability to take a practical, pragmatic and 'hands on' approach.
- You will be an open communicator who is flexible, accountable and comfortable working in a small team.
- An understanding of the key issues facing professional societies will be beneficial.

Only Australian or Permanent Residents need apply.

For more information contact: Sue Fletcher (02) 9290 2194 or email [sue@gsa.org.au](mailto:sue@gsa.org.au)

**Send your application addressing the above criteria and references to: [sue@gsa.org.au](mailto:sue@gsa.org.au) by the close of business on the 29<sup>th</sup> September 2016**