**Employment obligations in the marketing industry (regulatory bodies)**

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| Area | Act | Description of Key Provisions |
| **discrimination** | Racial Discrimination Act 1975 | Guarantee there is no discrimination of people in regard of their race, colour, or national ethnic origin. |
| **privacy** | Privacy Act 1988 | Care must be taken when you collect, use, secure and disclose a customer’s personal information. Otherwise, you could be in breach of the Privacy Act. |
| **intellectual property** | **Patents Act 1990** | Provides detailed information about: patent rights, ownership and validity; patent applications; examination of standard patent requests; patent publication; opposition to grant of standard patent; grant and terms of patents; re-examination of standard patents; infringements; non-infringement declarations; compulsory licenses and revocation of patents; and patent administration. |
| **taxation** | Taxation Administraion Act 1953 | provides the framework for administering land tax (including vacant residential land tax), payroll tax, the duty charged on certain transactions, the congestion levy, the commercial passenger vehicle service levy, and the growth areas infrastructure contribution (GAIC). |
| **safety of self and others** | Work and Safety Act 2011 | Explains how to maintain a safe and healthy workplace for workers and customers, how to identify, assess and control risks. |
| **fair trading and competition** | Competition and Consumer Act 2010 | If you are in any way misleading or untruthful when advertising a price comparison, you are in breach of this act. Comparative pricing is where you compare the sale price of a product or service to a former price. For example ‘was-now’ advertising, strike-through pricing and comparisons with the Recommended Retail Price. |
| **employee and employer relationship** | Fairwork act 2009 | Govern the employee / employer relationship in Australia. Provides a safety net of minimum entitlements, enables flexible working arrangements and fairness at work and prevents discrimination against employees. |
| **telemarketing** | Do Not Call Register Act 2006 | List of protected phone and fax numbers. No number in that list should be contacted, so you must check your list of contacts before doing telemarketing. Otherwise, you may be in breach of the Act and could face penalties and enforceable undertakings. |
| **unsolicited commercial text (SMS) message** | Spam Act 2003 | Before sending out marketing material via email or SMS, companies need to ensure they comply with this act. Sending unsolicited commercial electronic messages without consent is illegal under the Spam Act. |
| **broadcast programs** | Broadcasting Services Act 1992 | Some aspects of broadcasting are subject to licence conditions set out in the Broadcasting Services Act 1992. Organizations have responsibility for ensuring that the material they broadcast meets community standards. |

**Employment opportunities in the marketing industry**

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| Employment Opportunity | Key Duties |
| 1. Inbound Marketing Manager | * Build and manage the company’s social media profiles and presence, including Facebook, Twitter, LinkedIn, and additional channels that may be deemed relevant. * Create shareable content appropriate for specific networks to spread both our brand and our content. * Monitor and engage in relevant social discussions about our company, competitors, and/or industry, both from existing leads and customers as well as from brand new audiences. * Run regular social promotions and campaigns and track their success (e.g., Twitter chats, LinkedIn discussions, etc.). * Work alongside other marketers and content marketers to help distribute content that educates and entertains our audience and supports marketing goals. |
| 1. Content Marketing Manager | * Create 1–2 free resources each month to drive leads, subscribers, awareness, and/or other important metrics (examples include ebooks, whitepapers, infographics, guides, templates, etc.). * Blog on an ongoing basis to support and promote your offers and to attract site visitors through search, social media, and email subscribers. * Grow our subscriber base by providing them with regular, helpful content that’s aligned with their needs and interests. * Collaborate with designers, product marketers, sales professionals, and external influencers and industry experts to produce relevant content that meets the needs of both key stakeholders and our audience. * Convince others that your creative ideas are worth investing time and effort in. This role is at the core of the marketing team, and others will rely on your work every single day. |
| 1. SEO Manager | * Manage both on-page SEO and off-page SEO for the company. * Collaborate with content marketing and blog contributors to create high-quality content around important, relevant terms. * Manage and improve organic search engine performance and goal-setting based on clickthrough rates, traffic, and conversions. * Stay up-to-date with the latest trends and changes with SEO and major search engines. * Manage various email campaigns, including the template designs, calls-to-action, and content used in our email sends. |
| 1. Product Marketing Manager | * Together with the product team, educate both internal and external stakeholders about our product features and their benefits. * Create product content (e.g. sales enablement documentation, case studies, product videos, website copy, blog posts, Quora/forum responses) to articulate the benefits of our products to the world. * Assist members of our sales team on calls with prospects when appropriate to provide deeper dives into the product. * Speak and present both internally and externally to promote the story of our product. * Measure and optimize the buyer journey as it relates to product feature adoption and usage. |
| 1. Public Relations/Media Relations Manager | * Connect with influential media outlets and journalists to place stories about company news and other initiatives. * Assist with event planning, including working with vendors, event coordinators, and design teams for on-site collateral. * Create content regularly to grow the company’s footprint (press releases, corporate announcements, and creative content). * Collaborate with prominent members of the company, including executives, to craft and pitch press releases and thought leadership columns. * Establish a sustainable, strategic approach to PR based on adding value to media outlets and event managers, not just asking for it. |