



Marketing, Communications and Events Coordinator 2020

About the role

The Outdoors WA Marketing, Communications and Events Coordinator will drive all activities necessary to build the profile of Outdoors WA. Specifically it is expected that the Coordinator will work with the Executive Officer and undertake the following:

Communications

Enhance Outdoors WA communications, processes and resources:

- create and implement a responsive plan for social media, digital advertising, and other tools; provide regular analytics reports and act on key trends
- maintain the Outdoors WA website and online presence
- create and distribute regular, targeted email communications, achieving excellent readership, and conversions
- maintain a high level of social media activity.
- coordinate and maintain all graphic design/key documents including one-pagers, reports, posters, signage, flyers and brochures
- create, or coordinate creation of, promotional videos
- plan and implement integrated fundraising campaigns, including direct mail
- report to Executive Officer and Board on KPIs and project milestones

Events

- Coordinate a series of training events, including promotion, bookings and communications.
- Create and develop an annual event, including liaison with sponsors, presenters, promotions, online bookings.
- Development of sponsorship proposals and management of sponsor relationships
- Liaise with sponsors, government agencies and activity providers to ensure that partners and supporters collaborate.
- Coordinate, and where possible deliver training sessions on marketing, social media and customer retention strategies as a value-add for sector participants.

Research

- Develop and implement a cross sector survey to determine priorities, pains and products needed to meet the needs of the WA outdoors sector.
- Identify training needs and opportunities and produce a training calendar for 2020.

Administrative

- Provide administrative support to the Executive Officer as required.
- Prepare and manage budget for the procurement of materials and services for any events.
- Develop and document all processes used in the fulfilment of the role.
- Maintain detailed activity timesheets as an aid further understanding the requirements of the role.

Position hours

The position will have some flexibility in the role, the time commitments are as follows:

9.30 – 2.30pm 4 days a week to a total of 20 hours.

There is potential flexibility in working from a home environment.

Salary is \$65,000 per annum pro rata.

The position is a 4 month fixed contract with a start date as soon as possible.

About the Person

The person selected for the role will most likely have the following attributes and experience:

Experience in:

- Event management
- Marketing and promotion
- Passion for outdoor recreation
- Small business building - with a hands-on approach
- Tapping funding sources for research and community projects
- Developing contacts with a reach across
 - Outdoor recreation
 - State and Local Government
 - Corporate sector.

Expertise in:

- Stakeholder and member management
- Personnel management
- Sponsorship negotiation
- Product development
- Supplier management
- Marketing, promotion and sales.

Personal Qualities:

- Love of nature and the outdoors
- Friendly and personable
- Self directed
- Excellent written and verbal communication skills
- Highly organised
- Technologically savvy
- Have a current WA driver license.\
- Be able to obtain a WA Working with Children Check Card.