

## Job description

<b>Position Title</b>	Events & Marketing Coordinator
<b>Employment Benefits</b>	10.5% employer superannuation contribution 5 weeks annual leave entitlement PBI salary packaging benefits
<b>Hours of Work</b>	30 hours per week (0.8 FTE)
<b>Responsible to</b>	Manager Marketing & Communications

### Volunteering WA

Volunteering WA's mission is 'to empower people and communities to enrich Western Australia', and our vision is 'A society where everyone is inspired to make a difference'. As the peak organisation for volunteering in WA, we are the leading voice for volunteers and volunteer involving organisations, working to strengthen the sector and promote the benefits of volunteering. Volunteering WA supports volunteering across all areas, providing resources and a range of services for community organisations across the state, whether they work in sport and recreation, the environment, emergency services, aged care, health and disability services, and many other areas.

### The Position

The Marketing and Communications team supports Volunteering WA's **Engage** strategy, which is responsible for promoting volunteering and fostering opportunities for participation and partnerships.

- Our priorities are to Connect, Communicate and Celebrate volunteering.
- We provide marketing and communications services to support Volunteering WA and Departments.

The **Events & Marketing Coordinator** will be responsible for the coordination of Volunteering WA's two key annual events, the Volunteer Day Garden Party (500+pax) and the WA Volunteer of the Year Awards program and gala dinner (150 nominations, 380+pax); as well as using your marketing and communications experience to support the organisation's overall marcomms strategy by creating and distributing content (EDMs, socials, website cms) to market select Volunteering WA services, including our training workshops, corporate volunteering program, membership program, and consultancy services.

In 2023, this role will also work with the Marketing & Communications Manager to deliver the 2-day State Volunteering Conference (200+pax) which is held every second year.

In between events (and in place of the bi-annual conference in 2024), you will help coordinate marketing and communications activities to engage volunteer involving organisations, such as member engagement/recruitment, training and IT sales campaigns.

## Duties

### Event coordination

- Work with the Marketing & Communications Manager to develop the timeline, deliverables, and event briefs for the Garden Party, Awards, and bi-annual Conference.
- Liaise with suppliers, including venue, AV, catering, printers, graphic designers, photographers in the lead up to, during and post events.
- Ensure high levels of participation and satisfaction from attendees, speakers, funders and sponsors.
- Produce and maintain conference documentation as required, including runsheets, event briefs, supplier and speaker briefs, invitations, post-event debrief/feedback.
- Liaise with graphic designers and printers to produce event collateral, including presentation slides, award certificates, program booklets, invitations, social media graphics, and marketing materials.
- Coordinate and drive promotion of events including award nominations, registrations, and ticket sales (Marketing Manager will also support through our overall marcomms strategy).
- Coordinate the awards nominations and judging, including online nomination forms, judging criteria, judging panels, communications to nominees, finalists and winners.
- Regular event reporting and maintenance of accurate records and contacts of suppliers and attendees.
- Handle event registrations/tickets and attendee details through event software (Humanitix); coordinate table plans and seating charts.
- Be the point-of-contact for event-related queries and work with volunteers to support on the day.
- Contribute creatively and professionally to the strategic direction of the Volunteering WA team.
- Key performance measures for this position will be determined annually in accordance with the organisation's operational plans.

### Marketing and communications

- Create and schedule content for Facebook, LinkedIn and Instagram for select Volunteering WA products/events using Hootsuite.
- Create simple social media graphics using CANVA; and liaise with graphic designer to produce larger pieces (pull up banners, flyers, infographics, as required).
- Assist the Marketing Manager in identifying case studies for media stories, through your social media and event engagement.
- Increase traction and bookings for Volunteering WA's services and products through professional and fresh content for social media, website, and email campaigns.
- Excellent communication skills and attention to detail.

This role requires flexible work hours during 'peak' periods in event planning stages.

## Selection criteria

<b>ESSENTIAL</b>	<ul style="list-style-type: none"> <li>• Relevant qualifications such as Bachelor or Certificate in Marketing, Public Relations, Journalism, and/or Event Management.</li> <li>• A minimum of 2 years marketing and event experience in a similar role.</li> <li>• Experience coordinating (or supporting the coordination of) an Awards program and/or gala dinner.</li> <li>• Experience creating and publishing engaging content for social media, website and newsletters to raise the profile of services.</li> <li>• Experience liaising with graphic designers and printers.</li> <li>• Experience using Eventbrite or Humanitix (or similar); and CANVA and/or Hootsuite.</li> <li>• Professional and engaging content writing skills.</li> <li>• Accuracy and attention to detail and ability to meet deadlines.</li> <li>• Align with Volunteering WA's values – inclusive, collaborative, integrity.</li> <li>• Desire to meet own KPIs and support others in attaining theirs.</li> <li>• Standard C Class (Car) Drivers Licence.</li> </ul>
<b>DESIRABLE</b>	<p>Desirable - but not essential as we can provide support and training.</p> <ul style="list-style-type: none"> <li>• Experience working in the not-for-profit sector.</li> <li>• Experience coordinating (or supporting the coordination of) a conference or forum.</li> <li>• Experience using Epicha Mail, Jotform, Wufoo (or similar).</li> <li>• Experience using Microsoft Teams/Sharepoint.</li> </ul>

Key relationships	Reporting structure
<ul style="list-style-type: none"> <li>• Volunteering WA staff, board members, members and potential members</li> <li>• Volunteer involving organisations, volunteer resource centres and volunteers.</li> <li>• Suppliers who support our marketing and event activities.</li> <li>• Sponsors and media</li> </ul>	<pre> graph TD     CEO[CEO] --- EM[Executive Manager Engagement]     EM --- MM[Manager Marketing &amp; Communications]     MM --- EMC[Events &amp; Marketing Coordinator]         </pre>

## Please note

- All contracts with Volunteering WA are reviewed regularly subject to funding and performance.
- All staff are required to have a pre-employment check including a Police Clearance. The cost of the Police Clearance will be met by Volunteering WA.
- All offers of employment at Volunteering WA are subject to a four month probationary period.