

Job description

Position Title	Marketing & Communications Coordinator
Employment Benefits	Level 4 (SCHADS) Base Salary 11% employer superannuation contribution 5 weeks annual leave entitlement PBI salary packaging benefits
Location	West Leederville Head Office
Hours of Work	37.5 hours per week (Full-time)
Responsible to	Marketing and Communications Manager

Volunteering WA

Volunteering WA's purpose 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.

The Position

Volunteering WA is seeking a dynamic and organised **Marketing & Communications Coordinator** who has a passion for community to be part of our dedicated, caring workforce culture, with shared values and goals.

We invite applications from candidates with strong communications, content creation and writing experience to join an organisation that supports almost 800 community organisations in WA. The Marketing & Communications Coordinator will play a crucial role in supporting the marketing department's efforts to promote both volunteering and Volunteering WA's products and services. This position offers an exciting opportunity for a self-motivated individual to contribute to a fast-paced, innovative environment.

This role is a fantastic opportunity for an enthusiastic communications professional with at least 2 years' experience in a similar role.

The position would suit someone who enjoys working in an innovative environment with a dedicated team to promote the services that help achieve Volunteering WA's purpose of empowering people and community to enrich WA.

You would join a dynamic and collaborative marketing team, who with their direction and support, you would play a pivotal role in delivering Volunteering WA's marketing and communications plan including:

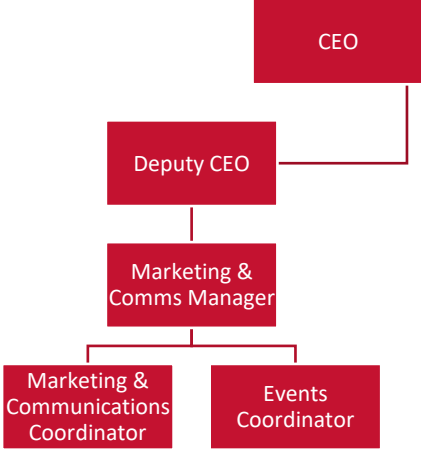
- Creating and distributing content to promote Volunteering WA's services and programs through a variety of distribution channels (website, EDMs, newsletters, Facebook, LinkedIn, and networking groups).

- Shine a light on volunteering by promoting volunteerism, fostering opportunities for participation and partnerships and creating ways to achieve our priorities through marketing and media campaigns (Instagram, TikTok, radio, newspapers, in-person activations).
- Marketing activities for our key annual campaigns and programs, including National Volunteer Week and Student Volunteer Week, the WA Volunteer of the Year Awards program, State Volunteering Conference, Garden Party; as well as our calendar of training, professional development and membership events.

Responsibilities

- Work with the Marketing & Communications Manager to implement the organisation's annual communications plan that is designed to increase brand awareness and promote our key programs, projects and services.
- Work with the Volunteering WA teams to develop marketing initiatives to promote programs and services.
- Create simple social media graphics, invitations and flyers using Canva; and liaise with an external graphic designer to produce more comprehensive marketing collateral (pull up banners, annual report, publications, infographics, video and media creative as required).
- Create a library of content for each of our key programs that can be used by any team member to promote specific services (messaging, photos, flyers, social media copy).
- Regularly review and update the website and increase/alter content to ensure it is fresh and maintained.
- Create and schedule content using Canva, Hootsuite, website CMS, Epicha Mail/MailChimp, Linktree, Facebook and Instagram advertising tools.
- Track and report marketing channel analytics
- Write copy for and ensure the timely delivery of all regular and ad hoc internal and external publications including monthly enewsletter, annual report, newsletters, EDMs, website, Facebook, LinkedIn, Twitter, Instagram, TikTok, speeches, and internal reporting.
- Using your creative writing skills to draft case studies of volunteering for media stories, social media and event engagement.
- 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.

Selection criteria

<p>ESSENTIAL</p>	<ul style="list-style-type: none"> • Relevant qualifications such as Certificate or Bachelor's in public relations, marketing or communications. • A minimum of 2 years' experience in a similar role. • Excellent verbal and written communication skills, with proven ability to write professional and engaging content. • Experience publishing content for social media, website and newsletters to raise the profile of our organisation's purpose. • Experience using Canva, Facebook, LinkedIn, and web CMS. • Align with Volunteering WA's values – inclusive, collaborative, integrity. • Desire to meet KPIs and support others in attaining theirs. • Standard C Class (Car) Drivers Licence.
<p>DESIRABLE - but not essential as we can provide support and training.</p>	<ul style="list-style-type: none"> • Experience working in the not-for-profit sector. • Experience using Epicha Mail, Jotform, Wufoo (or similar). • Experience using Microsoft Teams/Sharepoint. • An understanding and experience of using SEO, Google Analytics, and Google Advertising. • Volunteering experience
<p>Personal Attributes - required to do this job effectively</p>	<ul style="list-style-type: none"> • Creative, proactive self-starter with a positive attitude • Ability to work independently, as well as part of a team • Ability to work in a changing, complex environment
<p>Key relationships</p>	<p>Reporting structure</p>
<ul style="list-style-type: none"> • All Volunteering WA staff and volunteers • Existing VWA members • All VIOs and volunteer managers in WA • Relevant WA peak bodies and state-wide organisations • Volunteering WA project partners • Identified priority groups and other stakeholders 	 <pre> graph TD CEO[CEO] --- Deputy[Deputy CEO] Deputy --- MCM[Marketing & Comms Manager] MCM --- MCC[Marketing & Communications Coordinator] MCM --- EC[Events 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.