

<b>Position Title</b>	<b>Marketing &amp; Communications Manager (1 year Maternity Leave cover)</b>
<b>Employment Benefits</b>	Five weeks paid annual leave (pro rata) PBI entitlement
<b>Hours of Work</b>	Full-time
<b>Reports to</b>	Senior Manager Development

### About Volunteering WA and the role

Volunteering WA’s mission is *‘to lead, advance and celebrate volunteering in WA’*, and our vision is *‘for every Western Australian to enjoy (valued) volunteering experiences that enrich our state’*. 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 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 role of Marketing & Communications Manager will work across the entire organisation – taking in our programs, events and general marketing activities. It involves managing all PR/media, marketing functions and campaigns to ensure maximum exposure and consistency of our key messaging and branding. The Manager will conduct and support activities in line with Volunteering WA’s stakeholder engagement plan. Our ideal candidate will have ability and initiative to think creatively outside the square to accomplish our challenging objectives.

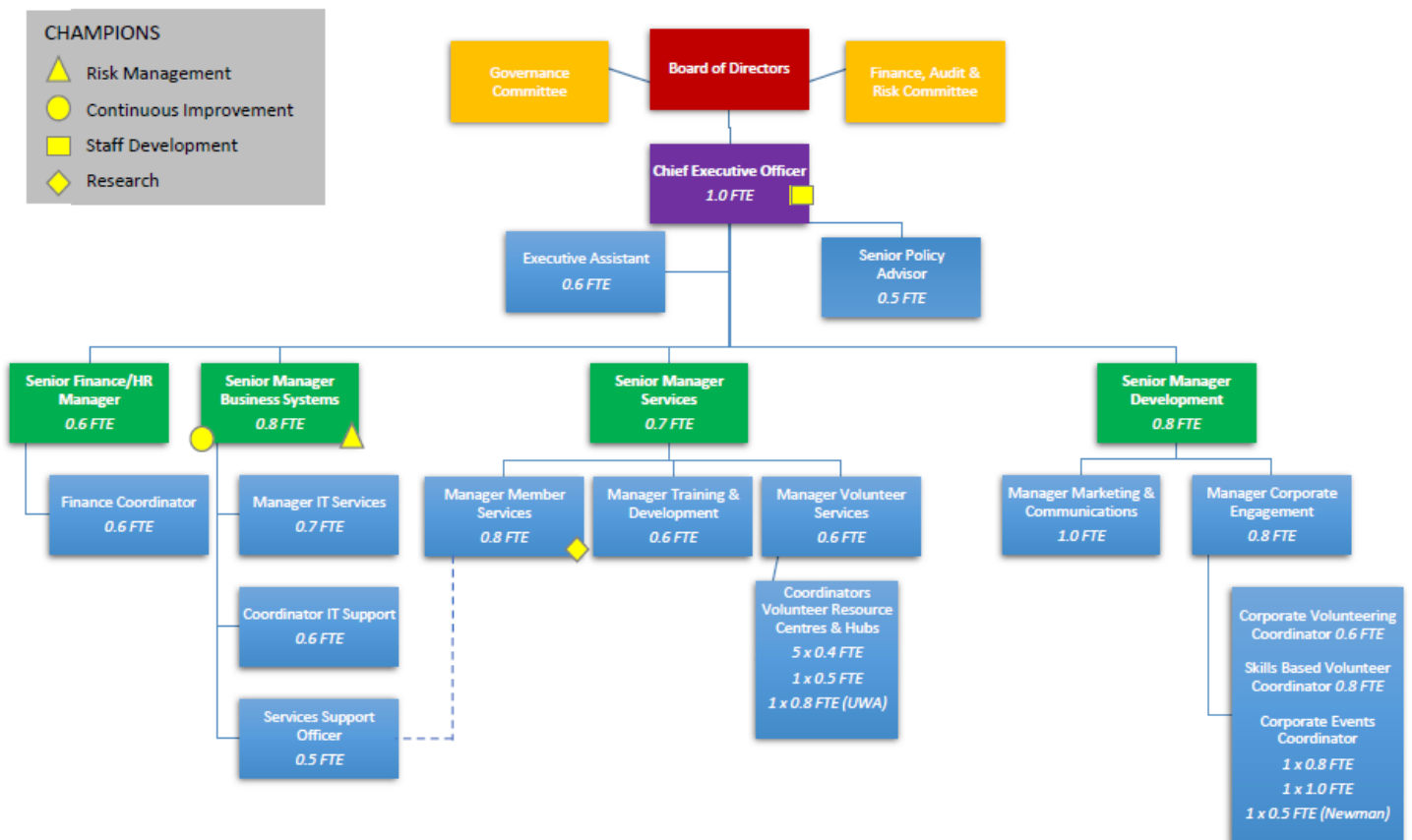
### Your main duties and responsibilities

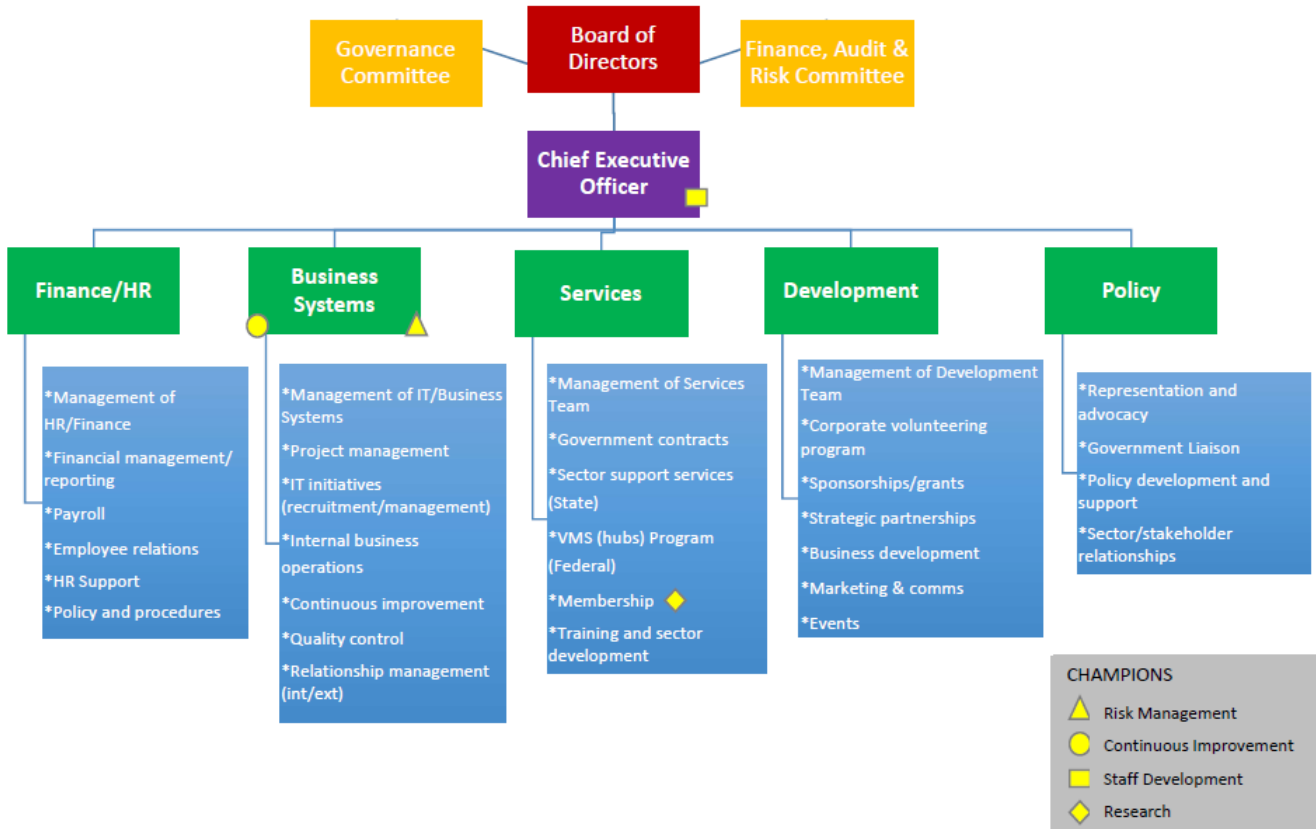
- Create and support activities to raise Volunteering WA’s profile in line with the strategic plan
- Managing PR/media and marketing to ensure consistency of messaging and branding across Volunteering WA
- Management of marketing functions/campaigns
- Event management in liaison with partners, sponsors and suppliers
- Create, develop and deliver Volunteering WA’s media/communications and marketing plans
- Manage all media – content development, media liaison, writing media releases, responding to media requests
- Write Volunteering WA’s communications/publications – annual report, newsletters, EDMs, articles and speeches
- Generate traction online through digital and social media platforms (including Facebook, Twitter, LinkedIn, Instagram and YouTube)
- Develop and oversee marketing collateral to support Volunteering WA’s business in collaboration with a graphic designer
- Monitoring of brand refresh/style guide and roll out
- Create, approve and update website content (Volunteering WA, Corporate Volunteering, Homeless Connect)
- Liaison and contribution to National Marcomms group
- Stakeholder engagement and relationship management
- Reporting and assisting in preparing sponsorship proposals and acquittals

## Your skills and experience

- Relevant qualifications such as Bachelor of Business (Public Relations/Marketing/Journalism)
- And/or a minimum of 5 years PR/marketing management experience in a similar role
- Professional writing skills with proven experience in developing and executing fresh and outstanding media/marketing strategies to appeal to target audiences
- Excellent communication skills and attention to detail
- Proven media experience with the initiative to identify stories and target media
- Excellent Microsoft office skills with an emphasis on presentation and design
- Extensive social media skills and experience
- Exceptional project and event management with budget and time management control
- Accuracy and attention to detail and ability to meet deadlines
- Energetic, highly motivated with the drive to succeed and confidence to represent and work collaboratively across the sector
- Proven ability to deliver results under pressure and manage competing priorities
- Desire to meet own KPI's and support others in attaining theirs
- Align with VWA's values – we are inclusive, innovative and operate with integrity

## Organisational Structure





## Key Relationships

- All Volunteering WA staff, board members, members and potential members
- All volunteer involving organisations, volunteer resource centres and volunteers
- Relevant state and national peak bodies and organisations
- All local, State and Federal Government agencies and officers
- Volunteering WA project partners and service providers/suppliers
- All existing and potential businesses (small, medium and large) and their employees
- All Businesses associations and professional bodies
- Corporate Volunteer Council Members, corporate members
- Volunteering WA sponsors and funding bodies
- The media

## Key Success Areas

- Achieving KPIs set out in the operational and marketing plans, relating to:
  - Increased awareness of VWA across the sector
  - Achievement of general media, web/digital media goals
  - Meeting deadlines and achieving high levels of satisfaction from events and activities
  - Increased financial memberships
  - Successful collaborations with colleagues, partners and all key stakeholders

## Please Note

- All contracts with Volunteering WA are reviewed regularly subject to funding and performance
- All Volunteering WA staff are required to have a Police Check. The cost of the Police Check will be met by Volunteering WA.