



POSITION DESCRIPTION

Event Marketing Coordinator

Division: Executive

Reporting to: Executive Assistant/CEO

Employment: FT/ CASUAL – 6 months FIXED TERM

Remuneration Package Range: The remuneration range is determined by experience and qualifications.

Primary Objectives

The Organisation:

Sunraysia Residential Services Inc. (SRS) is a not-for-profit community organisation providing aged care and disability support for over 40 years. Our core services are to provide supports in-home, assistance with accessing the community, capacity building day programs and providing award winning accommodation for a short or long-term basis.

The Role:

The Event Marketing Coordinator (EMC) is responsible for a range of marketing/promotion/fundraising projects as outlined in the strategic plan of Sunraysia Residential Service Inc. (SRS). The role is responsible for the coordination of all marketing, fundraising and media activities.

Position Purpose:

Working with the Team at SRS, the Marketing Manager will plan and develop appropriate tactics by selecting, segmenting and targeting markets, and promoting SRS services and social enterprise initiatives.

The primary objectives of the Marketing Manager include, but not limited to:

- Working closely with the Chief Executive Officer (CEO) and the Executive Assistant to develop, implement and evaluate the marketing strategic goals of the organisation;
- Maintain and update the annual events plan;
- Producing promotional DVD's for training, events, marketing and capturing best practice examples with the people we support;
- Developing, implement and maintain successful methods for the positive promotion of SRS by increased exposure and increased community awareness;



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	<ul style="list-style-type: none">• Promoting the SRS brand reflecting the vision, and values of SRS;• Identify and develop relationships with existing and potential supporters to help drive fundraising events and community awareness;• Providing exception customer service and communicate the goals of the organization effectively at all levels;• Creating and delivering an effective localised promotional plan assisting the growth of major campaigns;• Managing set projects with minimal supervision and within timelines and budget;• Demonstrating a commitment to Quality Management Systems and Quality frameworks;• Adhering to project budgets ensuring that budget projections are achieved;• Working in partnership with our community to encourage new business into SRS.
Key Selection Criteria	<ol style="list-style-type: none">1. Capacity to review, formulate and evaluate events and marketing in reports which are informative, reflect canvassed opinion and have clear recommendations.2. Demonstrated project management skills, in particular, the ability to coordinate events and marketing with minimal supervision.3. Capacity to lead in a clear, yet sensitive manner, able to engage the people we support and their families.4. Computer literate and knowledge of Information Technology systems utilised for media applications combined with experience in the operation of computerized accounting systems, desktop publishing and Microsoft software.5. Well-developed analytical and conceptual skills, with sound business acumen, and a client focused approach.6. High level interpersonal and communication skills, both oral and written.7. Well-developed decision-making skills and problem-solving ability.8. Demonstrated accuracy and thoroughness with attention to detail in all work undertaken.9. Demonstrated high level of organizational and time management skills.



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	<ol style="list-style-type: none">10. An ability to uphold organizational values.11. Demonstrated ability to work well under pressure.12. A commitment to establishing effective relationships and building a positive team spirit.13. Builds a network of contacts with other relevant organisations.14. Ability to prioritise work and exercise discretion.15. Ability to work within guidelines at all times when conversing with external affiliations.16. Flexibility, to be able to respond to organisational needs.17. Proficient in making appropriate decisions relevant to area of expertise.18. Willingness to fill in other roles when required including providing receptionist services; general administration and projects.
<p>Specific Accountabilities</p>	<p>The EMC is responsible for the events and marketing functions including, but not limited to:</p> <ul style="list-style-type: none">• Plan, create and publish content across social media platforms to drive engagement, traffic and conversions;• Write blog and editorial content for media, social media and website including newsletters quarterly;• Coordinate the creation of DVD, TV and radio scripts;• Assist the preferred professional services in the production and the locations for lifestyle photography;• Assist in the production of media releases and campaigns;• Liaise with internal and external graphic team to create marketing assets and imagery maintenance;• Coordinating further development of the organisations website to improve functionality, performance, and customer centricity;• General day to day events and marketing administration support;• Assist with event planning;• Conduct post campaign results tracking and insights;• Ad-hoc marketing projects and initiatives;• Enhancing our brand presence through advertising, sponsorship, business promotion, Google ratings, and social media followers;• Content management including supporting content creation and posting to our web site, across social media channels, to Google My Business, and directly to our clients;



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	<ul style="list-style-type: none">• Proactively work with others to gather results, identify trends and make recommendations to the management team on marketing and advertising products. <p><u>Marketing and Fundraising</u></p> <ul style="list-style-type: none">• Be accountable for revenue created through fundraising, tracking and staying within allocated budgets;• Draft project plans for approval;• Maintain and develop SRS public profile in order to inform corporate, community and fundraising sectors about what we do in our community;• Public speaking – address service clubs, charitable groups and make presentations to business and community groups. Out of hours activities are anticipated;• Sponsorship – liaise with existing and future sponsors;• Collaborate with stakeholders, local council, clubs and local, metropolitan, suburban and regional;• Produce advertising and promotional DVD's that promote our social enterprise ventures and our services;• Co-ordinate functions to acknowledge donors;• Organise and chair teams to assist in events. <p><u>Accountability and extent of authority</u></p> <p>Accountability</p> <ul style="list-style-type: none">• Confidentiality to be observed at all times;• Professional behaviours, tactfulness and courtesy to be exercised;• Liaise with Line Manager on matters that will impact on direct care services. <p>Limit of authority</p> <p><i>The employee does not have the authority to:</i></p> <ul style="list-style-type: none">• Authorise any promotional materials• Represent SRS without authority• Carry out tasks without the necessary skills or competence;• Undertake a task, which poses a threat to the rights, health or safety of the organisation or the participants.
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	<u>Qualification/Experience</u>
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Conditions of Employment	<ul style="list-style-type: none">• Significant knowledge and experience in (Events/Media/Advertising) plus at least one-year relevant experience in (advertising, marketing, event planning and/or report writing for a local community-based organisation.) is desirable;• Cert IV in Marketing or similar qualifications• Demonstrated experience in budgets and costings desirable;• Excellent computer skills including experience using data systems. <p><u>Employment Conditions</u></p> <p>The terms and conditions of employment at SRS are in accordance with the Employment Agreement and SRS policies and procedures.</p> <ul style="list-style-type: none">• Probationary Period - The first three (3) months of your employment is a probationary period. A Qualifying Period of six (6) months applies to your employment. After the 3-month probationary period is completed, one weeks' notice is required by either party upon termination in the final 3 months of the qualifying period.• Victorian Working with Children Check – All appointments are subject to a clear Working with Children Check. The appointee is required to provide details of the Working with Children Check to Human Resources.• NDIS Worker Screening Clearance (if engaging in a Risk Assessed Role) – NDIS Worker Screening clearance includes Police Record Check,• Police Record Check – ONLY if NDIS Worker Screening Check is not needed for the role.• Disqualified Carer Checks - Victoria Carer Register (ONLY for staff who are supporting Children UNDER 18 YEARS funded through DFFH – Victoria),• Current Driver's License,• Two (2) Professional References,• First Aid Certificate,• Notification of COVID 19 vaccination status,• Occupational Health & Safety – To adhere to SRS OH&S policies, procedures and guidelines at all times.• Smoke free environment – All SRS sites/properties are a smoke free environment. If you smoke you must organise unpaid breaks and adhere to the SRS policy.
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	<ul style="list-style-type: none">• Qualifications - The successful applicant will be required to substantiate formal qualifications.• Remuneration - is according to an Individual Contract with Salary Packaging included.• Training - All employees are required to undertake training as deemed by Managers that is appropriate to their position, responsibilities and needs,• Fundraising – Fundraising is an integral function at SRS. All staff is required to assist and be actively involved in volunteer events and functions and lead by example at all times,• Hours and Place of Employment – Casual - Full time - fixed term being 6 months with hours that are flexible. Located at 877 Fifteenth street Mildura. Work other than at 877 must be approved by the line manager according to the Working from Home policy.
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