

## POSITION DESCRIPTION – Marketing & Communications Coordinator

<b>Position Title:</b>	Marketing & Communications Coordinator – 2023 World Transplant Games
<b>Company:</b>	Transplant Australia
<b>Location:</b>	Office is located in Osborne Park, Perth
<b>Date:</b>	May 2022 – May 2023
<b>Incumbent/s:</b>	Nil
<b>Direct reports:</b>	Occasional interns and volunteers
<b>Reports to:</b>	Marketing & Communications Manager
<b>Key Relationships:</b>	<ul style="list-style-type: none"> <li>• Works closely with CEO, Transplant Australian staff, contractors, marketing agency and suppliers</li> <li>• Liaison with volunteer committee and external key stakeholders including community partners, volunteers, media, team managers, venues and sponsors.</li> </ul>
<b>Job Purpose:</b>	To implement the marketing and communications campaigns for the 2023 World Transplant Games
<b>Qualifications/ Experience:</b>	<p><b>Required</b></p> <ul style="list-style-type: none"> <li>• 1-2 years’ experience in a Communications or Marketing role minimum</li> </ul> <p><b>Desirable</b></p> <ul style="list-style-type: none"> <li>• Qualifications in communications or marketing</li> <li>• Experience in developing marketing materials and creating engaging digital content including video and photography.</li> <li>• Experience in using Mailchimp, WordPress, CRMs and design software</li> <li>• Experience in developing content for social media campaigns</li> <li>• Competency in Microsoft Office</li> <li>• Excellent written and verbal skills with strong attention to detail and ability to write compelling and effective content</li> <li>• Experience in event coordination</li> <li>• Interest in sport management, event management, community engagement, health promotion or tourism.</li> </ul>

<b>Other Requirements</b>	<p>Required:</p> <ul style="list-style-type: none"> <li>• Some intrastate travel may be required.</li> <li>• C Class Driver's License</li> </ul>
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<b>Behavioural Competencies</b>	
	<p>Able to work independently, and within a small team environment</p>
	<p>Ability to form positive relationships with internal and external stakeholders</p>
	<p>Ability to manage multiple projects, competing deadlines and tight budgets.</p>

<b>Key Result Area</b>	<b>Major Activities</b>	<b>Performance Measures</b>
Social Media	Monitoring social media channels and online community Developing and publish content	Successful implementation of social media plan
Digital Marketing	Writing and publishing EDMs and Web content	Successful implementation digital marketing campaigns
Marketing Collateral	Preparing campaign collateral Liaison with marketing agency and other suppliers Coordinator signage, merchandise and publications projects as required Coordinate approvals with internal and external stakeholders	Collateral is produced in line with brand guidelines to meet timeframe and budget.
Media	Preparing media database and writing media releases	Successful implementation of media activity.
Reporting & Acquittals	Monitoring marketing, social media and media activity and preparing analytics and reports for internal and external stakeholders.	Marketing and communications activity are monitored, and reports are delivered as required.
Event Coordination	Assisting in delivery of lead-up events and special projects including liaison with venues, speakers, sponsors, suppliers, registration, and on-site coordination.	Events are effective and successful.
Other duties	General office duties and administration as required.	
Volunteers	Support the development of intern and volunteer programs to support the marcomms of 2023 WTG.	Interns and volunteers are recruited and supported to assist in the marcomms of the Games.