

1. Purpose

1.1 Primary functions

The role of Marketing and Events Officer, reporting to the Board of Mindful Margaret River (MMR).

Mindful Margaret River's social media accounts are an excellent and trustworthy source of information for the community. They help disseminate information about support, programs, services, and events. The Marketing and Events Officer will be responsible for creating, delivering, and monitoring Mindful Margaret River's website, social media content, and initiatives. They also actively engage with volunteer members.

The role will support the Executive Officer and Board in building awareness of Mindful Margaret River's brand and strategic priorities.

This is a part-time fixed term position of 21 hours per week for a 6 month period with a possibility for continuation.

Award free position

Salary range \$71,664 - \$82,568 pro rata depending on qualifications and experience.

1.2 Key functions and duties

Key functions	Specific duties	% Time
Marketing	<p>Create compelling and engaging content for various communication channels (Social media, Web page, Newsletter, Annual Report and communications), using Canva and other publishing platforms for distribution.</p> <p>Develop social media strategies, create content calendars, and manage social media accounts to engage with audiences, share updates, and respond to comments or inquiries.</p> <p>Contribute to shaping and maintaining a consistent brand identity that aligns with Mindful Margaret River's values designed to go across different communication channels.</p> <p>Ideally be able to create and work closely with the Executive Officer and Board to ensure consistent messaging and alignment of communication efforts.</p> <p>Build and formally maintain professional communications with the community members, stakeholders, volunteers and other key individuals who can positively impact Mindful Margaret River's reputation.</p> <p>The successful applicant will ideally utilise Information Communication Technology skills to identify current and emerging trends related to web design, technologies,</p>	40

	<p>applications, and other marketing mediums including social media.</p> <p>Provide operational support in the development, implementation, and management of Mindful Margaret River's Marketing Plan.</p> <p>Competence in taking photographs, producing video content, and managing a large image library. An understanding and use of Adobe software including Canva, InDesign, and Photoshop is desirable.</p> <p>Liaise with the volunteer writers, editors, and the Mail for article publication.</p> <p>Manage the organisations style guide.</p>	
Volunteer and community engagement	<p>Maintain the volunteer register and kept regular communications with the volunteer registry.</p> <p>Seek out volunteer engagement about current MMR priorities as identified in the CMHWP.</p> <p>Facilitate the Locals' talking to Locals communication strategy through volunteer and stakeholder engagement.</p> <p>Work with the volunteers to build online profiles and web engagement to facilitate sharing of information and capacity building.</p> <p>Work with potential corporate members to engage them in MMR workplace programs.</p> <p>Work with local service Clubs to encourage their support and involvement.</p>	40
Events	<p>Organise and coordinate events such as fundraisers, and promotional activities to generate media coverage and enhance public awareness.</p> <p>Organise volunteer inductions, training events and other event connection activities for volunteers, members, stakeholder and board members as needed.</p> <p>Provide logistical support to volunteer led events or as directed by the Executive Officer.</p>	20

General

- Work in accordance with the Equal Opportunity and Anti-discrimination legislation, procedures & principles.
- Work in accordance with the Work Health and Safety legislation, procedures, and principles.
- Adhere to MMR's Guiding Principles, policies and management practices as amended from time to time.
- Ensure all duties as directed by the Executive Officer are fully undertaken.

2. Extent of Authority

The Marketing and Events Officer, under the guidance of the Executive Officer, is responsible for:

- Design, create, and develop a range of organisational communications, publications, and materials to support communication and marketing activities and events.
- Administer and maintain social media platforms, including the organisation's Facebook and web page in liaison with the Executive Officer.
- Maintain and update the organisation's website and ensure published content is current, and relevant and that associated links are active.
- Liaise with key stakeholders of the organisation for events and marketing.
- Coordinate major events and marketing activities or fundraising events, which may require attending after-hours functions.
- Regularly engage with the volunteers and optimize the use of our online members profiles and groups to build capacity.

3. Relationships

3.1 Responsible to

- Executive Officer MMR

3.2 Responsible for

- Achieving defined outcomes
- Provision of specialist/technical advice

3.3 Internal Stakeholders

- Mindful Margaret River volunteer taskforce
- Board
- Professional Liaison Team

3.3 External Stakeholders

- Community of Augusta Margaret River
- Not for profits, community groups, community clubs
- Sporting clubs
- Shire of Augusta Margaret River
- State government agencies and services
- Commonwealth government agencies and services

4. Position Selection Criteria

4.1 Position essentials

Demonstrated experience creating engaging social media content
Proficiency in a range of software and digital databases including email marketing platforms, social media management tools, and design such as Canva
Well-developed written, verbal, and interpersonal communication skills
Desire to build and maintain internal and external relationships
Provides accurate information; checks and confirms accuracy before release
Community engagement or volunteer management experience

4.2 Position desirables

A degree in communication, marketing, publishing, public relations or similar or combination of previous appointments and experience in a relevant field.
Graphic design skills
Competence in taking photographs, producing video content, and managing an image library. An understanding and use of Adobe software including Canva, InDesign and Photoshop is desirable.
Working knowledge of Work Health and Safety legislative requirements.
Understanding of guidelines for communicating about mental health concerns.

5. Appointment pre-requisites

- Right to work in Australia
- Successful Criminal Records Screening Clearance
- Working with Children Check