

POSITION DESCRIPTION

POSITION DETAILS

Position Title:	Marketing and Events Coordinator (MEC)
Division:	Office of the General Manager
Reports to:	Marketing, Events and Communication Manager (MECM)
Responsible to:	General Manager
Location:	Head Office
Date:	July 2022

MAIN PURPOSE OF POSITION

The Marketing and Events Coordinator (MEC) will actively engage in the administration and promotion of Co.As.It. events under the direction of the MECM.

KEY ROLES AND RESPONSIBILITIES

Advertising, Communication and Promotional Activities

Under the direction of the MECM, the MEC will:

- Coordinate the organisation of promotional activities of Co.As.It. and IBS including IBS Open Days, Ferragosto, Norton Street Italian Festa and other events when required;
- Actively seek sponsorship, including cold calling and following up leads with potential sponsors;
- Liaise with external clients and sponsors in relation to delivery and services;
- Produce communication material which includes newsletters, In Contatto, brochures and promotional material;
- Assist in the production and distribution of all media releases;
- Preparing correspondence and client presentations/proposals, reports and other documents related to the events;
- Coordinate the maintenance of the Co.As.It. website, ensuring it is up to date, it portrays our professional image, reflects our Mission, our Vision and Values and is an effective communication tool with our community and stakeholders;
- Coordinate printed advertisements, radio copy, internet content, stationery and other collateral material;
- Assist in the management of all social media platforms, ensuring an effective social media presence;
- Oversee the development & maintenance of Co.As.It.'s CRM and related data collection points.

Research

- Research business development opportunities by analysing relevant market or segment information, data analysis and/or feasibility studies;
- Conduct competitor analysis as directed by the GM;
- Collect and analyse prospective customer data to generate sales leads / prospecting opportunities;
- Coordinate and track actions from sales campaigns – monitor / report as agreed;
- Identify the needs of different target sectors, for example: aged care sector, companies engaged in trade with Italy and the broader corporate sector;

General

- Participate in the coordination of all Co.As.It. events including the Italian National Ball and the End of the Year function;
- Prepare reports, proposals, grant applications, correspondence and briefings as requested;
- Facilitate all media relations including writing and distributing press releases and assisting the relevant manager, the GM or the Board with all media enquiries.
- Other delegated duties in line with the philosophy and objectives of Co.As.It. as directed by the MECM;
- Consistently apply Co.As.It. all other policies and procedures in daily work activities and demonstrate an understanding and commitment to EEO, WHS, privacy and confidentiality and to the principles for a culturally diverse society.

KEY INTERNAL AND EXTERNAL RELATIONSHIPS

The Marketing and Events Coordinator needs to build extensive networks and strong consultative relationships within the organization.

These relationships include:

- The MECM, Co.As.It. Board of Directors, the General Manager and the senior management team;
- Staff across Co.As.It. generally to work collaboratively and exchange information;
- Other Co.As.It. associated organisations or bodies;
- Public, community and Government agencies.

CHALLENGES/PROBLEM SOLVING

Major challenges of the position include:

- Managing a number stakeholders concurrently;
- Achieving milestones to the required standards, targets, budgets and timelines;
- Fully understanding the issues and exercising judgement when representing Co.As.It.;
- Working flexibly and adaptably to support programs and direction of Co.As.It.

DECISION MAKING

The position is fully accountable for the quality, integrity and accuracy of the advice provided and work performed.

Decisions that can be made by the position holder include:

- Day-to-day decisions relating to Marketing and Events;
- Content of advice and information provided to MECM;
- Strategic decision about projects and establishing priority;
- Partnerships with agencies;
- As per the approved Delegated Authority in place for this position & updated from time to time.

Decisions that are referred to a supervisor include:

- Any decision which will substantially alter the outcomes, timeframe or funding requirements of individual projects;
- Major policy issues or conflicts arising in the course of work.
- Matters requiring submission to the GM.

KEY PERFORMANCE CRITERIA

Broad indicators:

- Be personally guided by the values of the organisation;
- To arrive at work on time and to advise manger/supervisor of lateness or absences as soon as practicable;
- To follow all procedures in relation to health and safety and to view the health and safety of others in the work place as paramount;
- To represent Co.As.It. positively;
- Manager/supervisor kept informed of key issues;
- High level cooperation with other staff, teams and divisions.

Position Specific indicators:

- Work program objectives are met;
- Deliver or Facilitate the meeting or exceeding of specific sales / revenue targets;
- Establish and develop agreed Business Development opportunities;
- To build and maintain strong business relationships to enable the growth of Co.As.It. services / offerings to the private sector;
- To provide the MECM with adequate support to enable high level business achievement and organisational performance.,

Strategic Plan:

Further specific key performance indicators will be derived from the strategic plan. These will be set at the commencement of each review period in consultation with the supervisor.

SKILLS, KNOWLEDGE AND EXPERIENCE REQUIRED

ESSENTIAL

- Tertiary qualifications in business, sales or marketing or demonstrated, relevant equivalent professional experience in a similar role;
- Minimum of 2 years experience in a similar role;
- Highly developed verbal and written communication;
- Demonstrated experience in converting prospects into sales;
- Demonstrated experience in seeking business opportunities and confidence in dealing with the corporate sector;
- Demonstrated experience in conducting competitor and marketplace analysis to determine target markets and strategies;
- Demonstrated experience in digital marketing;
- Demonstrated understanding and knowledge of the community services, language or education sectors;
- Demonstrate experience in working with social media;
- Well developed organising and problem solving skills and ability to successfully manage competing issues and meet deadlines;
- Well developed oral and written communication, consultation and interpersonal skills;
- Demonstrated experience in using office computer applications;
- Capacity to work independently with minimal supervision and collaboratively in a team environment;
- Understanding of, and commitment to, Workplace Health and Safety, Equal Employment Opportunity, ethical practices and the Ethnic Affairs Priority Statement.

DESIRABLE

- Knowledge of the Italian language and culture;
- Demonstrated understanding of issues affecting CALD communities in NSW;

VERIFICATION

This section verifies that the position holder and supervisor have read the above position description and are satisfied that it accurately describes the position.

POSITION HOLDER

Signature..... Date.....

SUPERVISOR

Signature..... Date.....