

Position Description

Events and Marketing Coordinator – 12 month contract

Reporting To:	Business Manager
Direct Reports	Nil
Effective Date:	March 2024
Level:	EBA/SACs 3.1 (\$81,919.62) + Superannuation
Term:	12-month fixed contract
FTE:	Full time

Our Vision and Values

Our vision is that all people living in Western Australia have a home that enables them to thrive. Our strategic priorities are to champion the development of an effective housing system by bringing all parts of the housing system together to drive positive change for our community. We are the independent peak body for the community housing and homelessness sectors in Western Australia.

Courage	To stand up for what we know is right – even when we are afraid and others do not stand with us, to admit when we are wrong, make good choices, and to be kind to those who are unkind.
Leadership	To influence and guide others to collaboratively reach our vision.
Innovation	To identify opportunities to introduce new techniques, apply new processes or establish successful ideas that create value.
Collaboration	To work together to achieve shared goals.

Purpose and Contribution

This role is responsible for the day-to-day administration and coordination of our growing calendar of training, events and media conferences as we develop the capacity of the housing and homelessness services sector. While this role reports to the Business Manager, this role will liaise across various teams, from marketing, sector development, media and finance.

Shelter WA's flagship annual event is Homelessness Week which takes place in August. This role will also provide event administration for Homelessness Week.

Key Responsibilities

- Event coordination and liaison such as, booking catering and venues, liaising with speakers, facilitators, sponsors, managing registrations, event setup and pack-down and photos at events.

- Publishing of events and media releases on Shelter WA marketing channels.
- Assist with production of monthly newsletter and email marketing.
- Create a variety of image media in Canva.
- Coordinate post event activities including surveys.
- Collating data for reporting.
- Management of Shelter WA Intranet.
- Provide technical support during a webinar or other online training or event may be required (Teams and Zoom) to manage the 'chat function.'
- Answering membership enquiries, membership onboarding, and processing annual membership renewals.
- Provide backup support to the Executive Coordinator with answering general enquiries either by phone or at reception.
- Document processes and support the development of events systems for Shelter WA.

Key Outcomes and Impact

- All events and workshops are delivered in a professional, efficient, and timely manner with all stakeholders fully briefed as to their expectations.
- Ensure all risks have been identified, recorded and mitigated.
- The setup and pack down of each event is completed as per the expectations of the venue.
- The publishing of digital marketing content is completed in a timely manner as directed by the line manager.
- Approved new members are onboarded within seven working days of being approved by the Shelter WA Board.
- Identify potential new members opportunities from event attendance and handle new member enquiries within seven days of the event.
- Event processes and improvements are identified and documented within Shelter WA's QMS document process.

Selection Criteria

- Demonstrated experience in coordinating events in a busy, results drive and continuously improving environment (minimum two years experience).
- Exceptional organisational skills to use initiative, coordinate concurrent activities and manager competing demands, meeting timeframes and timely reporting.
- Ability to work independently with minimal supervision and self manage to achieve goals while being a strong team player.
- Highly developed written and verbal communication skills.
- Demonstrated competency in the use of various software, applications and databases including Wordpress, Microsoft Office, Sharepoint, Zoom, Teams and ideally YouTube and Canva.



- Some knowledge using stakeholder engagement programs such as Mailchimp would be highly regarded, as would foundational creative skills in social media and photography.
- An ability to support and operate within Shelter WA's vision and values.

Qualifications and Licences

- A current National Police Clearance

Motivation and Behaviours

- Self-motivated, energetic and positive 'can-do' attitude
- Exhibit integrity, credibility and trustworthiness
- Demonstrated commitment to the purpose and values of Shelter WA

NOTE: This job description is not intended to be all-inclusive. You may perform other related duties as negotiated to meet the ongoing needs of Shelter WA.

Authorisation

As the occupant of this position, I have noted and understand the responsibilities and other requirements detailed in this document.

Name:

Date:

Signed: