

POSITION DESCRIPTION



JOB DETAILS

JOB TITLE	Marketing and Social media
LOCATION	Dunsborough WA
STATUS	casual / contract
REPORTS TO	Business Director
DATE	March 2021

ORGANISATION

AdventureWorks WA works with schools, families and organisations to support young people become more connected to who they are, what they value and the kind of life they want to lead. We deliver Rite of Passage programs, health and wellbeing workshops, leadership expeditions, and outdoor adventure camps that give young people the space to navigate the pathway INTO ADULTHOOD.

ROLE PURPOSE

Working in conjunction with business director and marketing strategy consultant:

- Prepare and implement digital marketing activity, including website updates, social media activity, blog posts and newsletters.
- Design and create high quality print and digital marketing collateral and stakeholder communications using AW branding and key messaging.
- Manage and develop AW image and video library, could include the taking of photographic images and developing video content.
- Following a strategy, manage and implement eMarketing campaigns.
- Develop, maintain and manage eMarketing client lists and company data base.

QUALIFICATIONS

- A tertiary qualification in a relevant discipline and/or significant industry experience in marketing with digital content design and the online space.

EXPERIENCE

- Managing websites (WordPress), online content, e-marketing and a range of social media platforms - FB, Instagram, Linked In
- Creative development experience, including graphic design and knowledge of the Adobe Creative Suite software (Adobe InDesign) and Canva
- Proficiency in Microsoft Office suite (Word, Excel, Outlook, Powerpoint)
- Excellent written and verbal communication skills.
- Excellent organisational and project management skills
- Tendency to think left of centre and consider brave and creative ways of communicating.

Application Process

Please provide your current CV and a cover letter providing examples of how you meet both the position description and how your personal attributes, skills and competencies will make you the right person for this job.

Please forward your application to mary@adventureworkswa.com.au