

POSITION DESCRIPTION



JOB DETAILS	
JOB TITLE	Marketing and Communications Coordinator
LOCATION	Dunsborough WA
STATUS	Permanent part- time (0.6) (with potential for full time)
REPORTS TO	Business Director
DATE	July 2021
ORGANISATION	
<p>AdventureWorks WA works with schools 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.</p> <p>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.</p>	
DUTIES AND RESPONSIBILITIES	
<p>Working in conjunction with business director and external marketing consultant:</p> <ul style="list-style-type: none">• Plan, coordinate and implement marketing strategy• Coordination of internal and external staff to implement activity.• Coordinate all digital marketing activity, including website, social media, blog posts and newsletters.• Following a strategy - manage and implement eMarketing campaigns.• Develop, maintain and manage eMarketing client lists and company data base.• Plan and coordinate the creation of 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.	
QUALIFICATIONS	
<ul style="list-style-type: none">• A tertiary qualification in a relevant discipline and/or significant industry experience in marketing with digital content design and the online space.	
EXPERIENCE	
<ul style="list-style-type: none">• 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.	
PERSONAL ATTRIBUTES	
<ul style="list-style-type: none">• Enthusiastic, dynamic, self-motivated, and proactive.• Highly professional and articulate with excellent interpersonal skills.• Excellent attention to detail and commitment to high quality outcomes.	

- Strong ability to manage multiple priorities and projects.
- Proven ability to work independently and within a team environment.
- Strong personal values and commitment to working in a people centred and values driven environment.

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