

MARKETING COMMUNICATIONS COORDINATOR

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| Employer: | Swimming WA |
| Reports to: | TBA |
| Department: | Organisational Sustainability |
| Location: | Beatty Park Leisure Centre North Perth, Western Australia |
| Position Overview: | <p>Swimming Western Australia (SWA) is the peak body for competitive swimming in Western Australia with its head office based at Beatty Park in Perth. Its key stakeholders are Western Australian swimming associations and Clubs, the Australian Swimming Coaches and Teachers Association (ASCTA), Swimming Australia Limited and other State Swimming Associations.</p> <p>SWA currently has 85 clubs and 12,300 registered members Statewide. Its members include swimmers, officials, administrators, volunteers and parents of athletes. SWA is responsible for the management and development of the sport from the State team at elite level through to “grass roots” community level participation.</p> <p>Swimming WA is a values based and performance driven organisation, which seeks talented people prepared to work hard to deliver the Swimming WA Strategic Plan.</p> <p>A close working relationship with affiliated bodies, the competitive swimming fraternity, and other relevant stakeholders will be essential to the successful achievement of this position’s objectives.</p> |
| Core Responsibilities: | <ul style="list-style-type: none"> The Marketing Communications Coordinator will be responsible for implementing marketing and communications initiatives (with a focus on digital marketing and communications) for Swimming WA. |
| Key Duties: | <p>Event Marketing and Communications</p> <ul style="list-style-type: none"> Manage the efficient and effective day-to-day communications with participants and stakeholders via social media platforms including content creation (both static and video) and community management with a focus on engagement and growth. Manage content development and delivery of eDMs (via MailChimp) on behalf of Swimming WA. Manage the Swimming WA websites (three) including creating, monitoring and updating content |

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| | <ul style="list-style-type: none"> • Manage content development for key event partners (including but not limited to sponsors and funding partners) • Manage the implementation of specific digital campaigns to reach key target audiences • Work with the Sponsorship & Alumni Program Coordinator to support the sponsorship servicing, leveraging and relationship management. <p>Branding and Design</p> <ul style="list-style-type: none"> • Manage the Swimming WA brand and other Swimming WA brand assets across all touchpoints to ensure compliance with style guides. • Manage all design requirements (self-managed or via graphic design agency). <p>Analytics and Reporting</p> <ul style="list-style-type: none"> • Evaluate analytics and insights to inform the marketing communications strategy. • Prepare end of month reports on marketing activities. • Prepare, manage and report on budget requirements for marketing activities. <p>Agency Liaison</p> <ul style="list-style-type: none"> • Liaise with appointed agencies to facilitate the implementation of marketing communications initiatives (e.g. Digital Advertising Agency, Graphic Design Agency etc) <p>Publications and Collateral</p> <ul style="list-style-type: none"> • Manage event publications and collateral requirements from design brief to production and distribution (if required) • Other duties as required. |
| <p>Selection Criteria</p> | <ul style="list-style-type: none"> • Tertiary qualifications in Marketing or a relevant discipline • Minimum of three years' experience in a similar role • Advanced copywriting skills with a strong ability to generate creative and engaging content (both static and video) across a variety of platforms (e.g. website, eDM and social media) for a variety of audiences • Experience in managing social media channels including content creation and community management to achieve audience and engagement growth • Experience using website content management systems (i.e. WordPress) to ensure websites are current, optimised and provide a positive user experience |

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| | <ul style="list-style-type: none"> • Experience delivering informative and engaging electronic mail campaigns using Mailchimp • Experience working with agencies to implement digital marketing strategies • Experience in the interpretation of and reporting on digital analytics (including Facebook and Google analytics) to draw valuable insights and maximise campaign performance • Experience with In-Design (or other creative platforms) • Experience in sport or events would be highly regarded |
| Essential Criteria: | <ul style="list-style-type: none"> • Candidates applying for this role must have the following: • An outcomes and performance based approach to achieving required tasks. • Proven administration skills to a high level in a sports environment. • Strong time management and the ability to meet deadlines and prioritise tasks. • Excellent interpersonal skills with the ability to evoke the cooperation of people including volunteers, coaches, schools and pool operators across a range of organisations. • Strong communication (written and verbal), relationship building and presentation skills. • Preparedness to be flexible in respect to work hours. • Ability to work independently with excellent initiative. • A current Driver's Licence. • Working with Children Check (must have prior to applying for the role). • National Police Clearance (must have prior to applying for the role). |
| Key Competencies | <ul style="list-style-type: none"> • Planning and Organising – Ability to prioritise tasks to meet daily, weekly and project targets. Organisational skills to arrange, develop and achieve outcomes within resource constraints. • Computer Skills – High level office suite skills ensuring accuracy and quality within reasonable timeframes. Able to learn and adapt to new programs such as content management platforms. • Interpersonal Skills – Excellent interpersonal skills resolving issues at the point of origin and facilitating efficient and productive relationships with stakeholders. Being focused on a high level of customer service when undertaking your work. • Communication Skills – Demonstrated high level written (including newsletters, correspondence and reports) and oral communication |

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| | <p>skills. Ability to effectively communicate at all levels and across all demographics.</p> <ul style="list-style-type: none"> • Relationship Management – Ability to foster effective working relationships with key stakeholders and leverage them to achieve positive outcomes. • Integrity – Maintain legal, social and organisational standards and values. Honour your commitments and take responsibility for your actions. • Flexibility and Resilience – Ability to be flexible and deal calmly and consistently with demanding responsibilities and conflicting priorities. • Work Practice – Ability to work independently as well as in a team. Being reliable and showing/taking initiative to positively influence the project. Having an outcomes focus. |
| Qualifications & Experience | <ul style="list-style-type: none"> • Tertiary qualifications in Marketing or a relevant discipline. • Minimum of three years' experience in a similar role |
| Hours of work | This is a full-time position. Flexible working arrangements are available. |
| How to Apply | <p>For a copy of the Job Description please email Amanda Flood Amanda.Flood@wa.swimming.org.au</p> <p>Send a cover letter and resume outlining relevant experience and skills.</p> <p>The application also requires documentation which addresses each essential criterion listed in this document.</p> |
| When do applications close? | 9am Tuesday 28 th September 2021 |
| Who do I contact if I have a query? | To make an enquiry contact Amanda Flood on 08 9328 4599 . |