



Marketing and Events Coordinator

The purpose of this role is to lead and support a range of initiatives across NSW / ACT / TAS with a specific focus on our new Membership and Partnership Program. This position will also work across the organisation to oversee and manage a range of events for industry and community groups.

Work Location	Castle Hill, NSW
Reports To:	Community Engagement Manager
Direct Reports	Nil
Department	Community Engagement

Selection Criteria

Essential	<ul style="list-style-type: none">• Excellent communication skills – written and verbal.• Demonstrated ability to communicate and build relationships with internal & external stakeholders such as RLS members and partners, LGA's, schools, community groups, and members of the public• Intermediate to advanced Microsoft Office Skills (word, excel, PowerPoint, Project).• Excellent time management skills with the ability to multi-task• Previous experience of working within the aquatic industry or Membership roles• Tertiary qualifications in Sport, Health Promotion or Community Development and/or event management• Strong attention to detail.• Demonstrated ability to effectively work with community groups• Demonstrated experience managing events and/or programs/projects, including program evaluation.• Previous experience developing and managing budgets.• Proven ability to collaborate across department/portfolio areas.• Current driver's licence.• Some out of usual business hours and on call work and travel within NSW are inherent requirements of this role.
Desirable	<ul style="list-style-type: none">• Tertiary qualifications or equivalent experience in management, program coordination, community services or similar.• Knowledge of Royal Life Saving programs in Australia.• Previous experience working for a community based/not for profit organisation.• Previous experience of working within the aquatic industry

Key Roles and Responsibilities

<p>Stakeholder Management</p>	<ul style="list-style-type: none"> • Develop and maintain relationships with Royal Life Saving staff and managers as it pertains to marketing and events • Develop and maintain relationships with Royal Life Saving NSW Regional Offices to help grow the reach and consistency of Programs and Events • Work with Media & Communications Team to ensure accurate and engaging programs are developed and distributed within appropriate timeframes
<p>Marketing</p>	<ul style="list-style-type: none"> • Providing timely information and cross selling of membership and/or partnership fees, policies, processes, benefits, products, and services. • Coordinate and Implement Marketing Campaigns to Industry and Community • Coordinate the design and develop Marketing and Communications assets in line with organisational brand • Coordinate and Implement the organisational Brand Assets across the organisation • Implement Digital Marketing initiatives across the organisation • Work with IT to support the administration and implementation of the Royal Life Saving NSW Membership Portal
<p>Event Management</p>	<ul style="list-style-type: none"> • Work with key Royal Life Saving staff in the coordination of community, industry and corporate events for the organisation • Drive the coordination and delivery of all aspects of high-quality events which meet organisational needs (e.g., prepare and manage events budgets, negotiate contracts for venues, catering, audio-visual equipment, signage, on-site production and post-event details) • Consult and coordinate with key stakeholders in the planning and delivery of events • Undertake Post Evaluation for major events. • Develop an annual calendar of events which maximises the effectiveness of RLS activities
<p>General</p>	<ul style="list-style-type: none"> • Adhere to the relevant RLSNSW policies and procedures • Represent RLSNSW in a professional manner while undertaking work on Membership Programs and Events • Refer all media enquiries to the General Manager or the RLSNSW Marketing and Communications team • Support public awareness of RLSNSW key messages and agenda. • Assist the Senior Management Team with any other reasonable tasks as required.