



WAAMH

Western Australian Association
for Mental Health

POSITION DESCRIPTION

Position	Marketing and Events Project Officer
Remuneration	Competitive remuneration package plus 9.50% superannuation and FBT exempt salary packaging arrangements.
Contract	Fixed Term Contract to 24 January 2020
Hours	Full-time (38 hours per week)
Location	WAAMH Office, Workzone, Level 1, 1 Nash Street, Perth, 6000
Reports to	Marketing and Events Project Manager
Approved	Chief Executive Officer
Date/Signed	April 2019

Job Purpose

The role of the Marketing and Events Project Officer is to organise and manage the delivery of components of the program of events and promotional activities. This project will operate in support of and contribute to WAAMH's mental health promotion role encouraging positive community attitudes to mental health and recovery.

Key Responsibilities

The successful candidate will organise and manage the delivery of components of a program of events and promotional activities under the direction of the Marketing and Events Project Manager, working in a cooperative team environment by:

- Planning, arranging, booking and overseeing events that are part of the program.
- Arranging the development, printing (or publishing), collation and distribution of resources and marketing collateral.
- Support and contribute to marketing and communication activities to increase engagement and visibility, including the development and distribution of e-newsletters, managing social media and website platforms and assisting in the development of printed materials.
- Develop effective working relationships with broad range of suppliers, speakers, and hosts for events that are part of the program.
- Managing speakers and guests at events ensuring delivery of the planned program.
- Manage the volunteer workforce and oversee their delivery of services to events that are part of the program.
- In respect of the program of mental health promotion activities and events:
 - a. Respond to phone, email, website and face-to-face enquiries from members, sponsors, partners and the public regarding the program.
 - b. Represent and promote WAAMH at events.
 - c. Represent WAAMH and on social media in accordance with WAAMH's social media policy.



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Selection Criteria

Essential

- Customer service skills with experience from similar event coordination roles.
- Strong verbal and written communication skills demonstrated over a diverse range of people and situations.
- Excellent time management skills, the ability to multi-task and prioritise work, close attention to detail.
- A demonstrated level of creativity and initiative coupled with excellent written communication skills.
- Knowledge of events management, marketing strategies, communication methods, social media, e-newsletter distribution and supporting technology platforms including the suite of Microsoft Office applications.
- Experience working with and managing volunteers.
- Ability to work autonomously when necessary and work effectively as a member of a small dynamic team.
- Possession of a current National Police Certificate
- Valid Motor Vehicle Driver's License (Car)

Desirable

- Experience in the events industry.
- Demonstrated ability to negotiate effectively.
- Experience in website management and mailing systems.
- Experience in graphic design and/or layout and formatting.
- Lived experience of mental health issues as a consumer, carer or family member.

Acceptance of Position Description

Signature of Staff Member

Date

Name of Staff Member