

# Position Description

## Marketing Officer

<b>Employer:</b>	Great Southern Centre for Outdoor Recreation Excellence (GSCORE)
<b>Reports to:</b>	GSCORE Executive Director
<b>Location:</b>	Albany, Western Australia
<b>Status:</b>	6 month contract
<b>Status:</b>	Part-time up to 4 days per week
<b>Salary:</b>	Full-time annual salary of \$55,000 - \$60,000 (plus 9.5% superannuation) depending on skills and experience. Pro-rata salary to be determined based on part-time hours.

## Organisational Overview

The Great Southern Centre for Outdoor Recreation Excellence (GSCORE) was established in 2017 to support the growth and development of the outdoor recreation industry in the Great Southern region of Western Australia. We aim to create a vibrant and sustainable outdoor recreation and adventure tourism sector through the provision of training, business support, strategic planning and project management services. For more information about GSCORE, visit our website: [www.gscore.com.au](http://www.gscore.com.au).

## Primary Purpose of the Role

The purpose of this position is to deliver destination marketing campaigns in collaboration with local tourism businesses and destination marketing organisations. To be successful in this role you will have proven skills in marketing, social media, promotion and customer engagement. With your excellent written and verbal communication skills, you will contribute to the production and delivery of marketing campaigns and tourism initiatives that promote and attract visitors to the Amazing South Coast region.

## Key Responsibilities

Under the direction of the Executive Director, the Marketing Officer will be responsible for:

- Developing and executing marketing and promotional campaigns across all media platforms.
- Social Media: Planning and executing a social media strategy.
- EDMs: Coordinating ongoing EDMs, including managing the stakeholder database and newsletters.
- Website management: Constantly reviewing and maintaining website content to ensure that it aligns with marketing activity and promotions.
- Events: Preparing and distributing promotional material for events and assisting with event logistics.
- Working collaboratively to develop tourism networks and securing cooperative marketing opportunities with industry operators.
- Content: Producing high quality written content for digital and press use, and sourcing images for advertisement and website purposes.
- Providing desktop publishing support to the team.
- Tracking, measuring and analysing campaign results.

## Key Relationships

WHO	WHAT
<b>INTERNAL</b>	
GSCORE Executive Director	<ul style="list-style-type: none"> <li>The position reports to this person</li> </ul>
GSCORE staff and volunteers	<ul style="list-style-type: none"> <li>Work as an effective team member</li> </ul>
<b>EXTERNAL</b>	
Amazing South Coast Tourism Incorporated	<ul style="list-style-type: none"> <li>Share information and liaise with key staff in the development and execution of marketing campaigns</li> </ul>
Australia's South West	<ul style="list-style-type: none"> <li>Share information and liaise with key staff in the development and execution of marketing campaigns</li> </ul>
Department of Local Government, Sport and Cultural Industries	<ul style="list-style-type: none"> <li>Establish effective working relationships with DLGSC/Sportshouse staff</li> <li>Comply with Sportshouse Code of Conduct</li> </ul>
Tourism businesses	<ul style="list-style-type: none"> <li>Liaise with, provide, receive and disseminate information related to marketing campaigns</li> </ul>

## Selection Criteria

- Qualifications in media, public relations, communications or marketing
- Experience in a public relations, media or marketing environment, preferably in a tourism context
- Knowledge of digital marketing and communications platforms
- Knowledge of WordPress
- Knowledge of the tourism industry; preferably with experience delivering cooperative marketing activity and relationship management with tourism partners
- Ability to communicate clearly and creatively across a range of communication styles
- Strong interpersonal skills and an ability to relate to different types of people across a range of different stakeholder groups

## Additional Information

- 'C' Class Driver's Licence is required
- Willingness to travel within the region and on occasions to work outside of business hours
- A knowledge of the Amazing South Coast region is desirable

## Certification

As the occupant of this position, I have noted and agreed to the values, statement of duties, responsibilities and other requirements as detailed in this document.

Name: \_\_\_\_\_ Signature: \_\_\_\_\_

Date: \_\_\_\_\_

Manager: \_\_\_\_\_ Signature: \_\_\_\_\_

Date: \_\_\_\_\_

# Information for Applicants

## Marketing Officer

**Eligibility:**

Only Australian citizens or permanent residents may apply.

**Contract:**

The position is a fixed-term project-based contract for up to 6 months (end date 30 June 2020). Any contract extension is subject to funding availability.

**Award:**

Whilst most conditions are covered in the employment contract, all other matters fall within the National Employment Standards.

**Hours of Work:**

Monday to Friday, part-time (0.4FTE – 0.8FTE) based on 38 hours per week full-time.

**Package:**

Salary: \$55,000-\$60,000 per annum (full-time) pro-rata (plus 9.5% superannuation)

**Annual Leave:**

Annual leave as per the National Employment Standards.

**Personal Leave:**

Personal/carer's leave as per the National Employment Standards.

**Probationary Period:**

2 months probationary period applies.

**Further Information:**

Applicants are encouraged to contact the GSCORE Executive Director for a confidential discussion via email: [info@gscore.com.au](mailto:info@gscore.com.au) or telephone 9892 0113.

**How to Apply:**

Applications for this position close at **5pm WST on 4 December 2019**. Please forward your application directly addressing each of the Selection Criteria in a two-page cover letter, a personal resume (no more than 5 pages), and contact details of three work-related referees:

**Via post to:**

'Private and Confidential'  
Dr Lenore Lyons  
Executive Director  
Great Southern Centre for Outdoor Recreation  
Excellence  
5/22 Collie Street  
Albany WA 6330

**Via email to:**

[info@gscore.com.au](mailto:info@gscore.com.au), with the subject  
line 'Private and Confidential'