



DETAILED POSITION DESCRIPTION

Position Title:	Marketing Coordinator
Hours:	Part time 15 hours per week Monday to Friday, with some additional hours required for a monthly networking event.
Location:	Mid West Chamber of Commerce & Industry – Unit 20/285 Foreshore Drive, Geraldton WA

Position Summary:

The successful applicant will display excellent communications skills and a passion for continuous improvement. Experience in managing multiple activities within a fast-paced environment with changing priorities along with exceptional stakeholder management is highly desirable.

This is a key role of brand building, promoting and communicating, ensuring that the Mid West Chamber of Commerce & Industry continuously strives to deliver value to our members through our services, functions, events and activities.

The Marketing Coordinator works closely with the CEO and Chamber team to increase sales/revenue opportunities, membership, and income generation for the organization. This also includes helping to business develop new members, retain and manage existing members.

Key Relationships:

This position reports to the CEO. It provides coordinating support to the Executive Committee or sub committees as required on membership, marketing or events matters. It has no positions reporting to it.

Experience, Qualifications and Clearance

	Essential	Desirable
<p>Experience</p> <p>Qualifications, Certification, Accreditation</p>	<p>Strong organisation skills and the ability to deliver work with timelines and managing multiple activities in a busy environment with changing priorities.</p> <p>A degree or diploma in Marketing, Communications or equivalent or significant and equivalent relevant experience</p> <p>Proven experience in the development and execution of contemporary marketing and promotional campaigns.</p> <p>Experience with using social media channels.</p> <p>Proactive and enthusiastic work ethic with the ability to work autonomously.</p> <p>Strong attention to detail.</p> <p>Ability to manage internal and external stakeholders in a professional and approachable manner, with exceptional customer service skills.</p> <p>Excellent oral and written communication skills.</p> <p>Proficiency in Microsoft Office applications.</p>	<p>Experience in utilisation of CRM systems</p> <p>Experience with Canva and Mailchimp</p> <p>Experience in a membership-based organisation.</p> <p>Experience in dealing with external agencies and media partners.</p>
License	Motor Vehicle driver's license Class C and own Transport	
Clearances		Police Clearance

Responsibilities, Duties and Key Performance Indicators

Responsibility	Duties
	<p>To secure and retain membership and advertising for the organisation through developing, Co-ordinating and implementing a marketing plan and sales and membership campaigns for the organisation in order to support the sustainability and development objectives of the Mid West Chamber of Commerce & Industry . These duties include:</p> <ul style="list-style-type: none"> • Identification, target and connect with businesses and relevant organisations to offer membership and advertising opportunities with MWCCI • Building of strong networks with existing members and relevant business and industry groups to create opportunities to grow Mid West Chamber of Commerce & Industry membership and to strengthen relationships with members • Establish and maintain client communications and maintain ongoing relationships with members • Build an understanding of membership sectors and business needs and develop proposals to provide enhanced value propositions through membership and advertising • Develop and maintain a sound understanding of membership and advertising products and services, inclusive of multimedia, CRM and e-commerce systems • Update content of Mid West Chamber of Commerce & Industry Website & intranet as required. • Maintain relevant office systems • Compilation of fortnightly newsletter, social media posts.
Customer Relations Management System	<ul style="list-style-type: none"> • Develop, maintain and manage CRM system capabilities as an effective tool for segmentation, data collection and analysis, communications and marketing to members, leads and businesses listed in the MW Business Directory (website)
Events and Function	<ul style="list-style-type: none"> • Assist where required all aspects of event logistics with Events Coordinator • Market and promote events and workshops via approved Mid West CCI channels.
General	<ul style="list-style-type: none"> • Practice effective record keeping and financial management • Maintain a safe, open and co-operative work environment

	<ul style="list-style-type: none">• In coordination with the Events Coordinator prepare a monthly report on membership, events, functions & key activities with budget outcomes for monthly Exec Meetings.
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Knowledge, Skills and Behaviours

<ul style="list-style-type: none">• Excellent customer service skills with an ability to work with a wide range of members and stakeholders (Members being the Mid West business community)• Excellent communication skills including interpersonal, persuasive, negotiation and listening skills• Strong organisational skills – thorough, systems-orientated with attention to detail• Ability to use CRM software and databases, competent word processing skills and strong competency with Microsoft Office, including Word, PowerPoint and Excel• Ability to create a positive impression with a professional and courteous manner• Strong literacy and numeracy skills• Self-Motivated, strong work ethic and have the ability to work with autonomy to achieve priorities with minimal outside assistance
