

Position Description

Marketing & Events Officer

Division and Team:	Strategy and Stakeholder Engagement
Reports To:	Marketing & Communications Team Leader
Direct Reports:	NA
Position Status:	Full-time
Salary:	Band 3 Level 3
Location:	Melbourne with hybrid working model, some travel to regional Victoria may be required from time to time.

Who We Are

Since its inception in 1997, the **Rural Workforce Agency Victoria (RWAV)** has become a significant and successful non-profit organisation based in Victoria, Australia.

RWAV improves access to quality primary care health services and other health services for rural, regional and First Nations communities across Victoria. We improve health outcomes through effective and customised health workforce solutions that are informed through partnerships, workforce and population health data, and collaboration with communities.

Our Purpose

Providing effective and customised health workforce solutions for rural and First Nations communities in Victoria.

Our Vision

All Victorian communities to be supported with equitable access to a high-quality health workforce that promotes positive health outcomes.

What We Do

RWAV provides sustainable health workforce solutions for Victorian rural, regional and First Nations communities to enable equitable access to primary health care.

We do this by:

- Providing health workforce recruitment, locum services, outreach and grant programs.
- Influencing key decision-makers through our health workforce data, research and analysis expertise.
- Collaborating to support a well-distributed, high-quality health workforce throughout Victoria.

Our Values

Respect	We treat everyone with dignity, recognising the value and diversity of our communities. We listen to everyone and respect their views and contributions.
Accountability	We are transparent and accountable to those we work with concerning our services and their delivery.
Collaboration	We work as a team with our community by building strong relationships. We embrace opportunities to collaborate and partner with communities and organisations to help us achieve our goals.
Innovation	We embrace change and constantly seek new ways to achieve our goals.
Resilience	We respond to challenges willingly, with a holistic approach and unwavering resolve.

The Role

The primary function of a Marketing and Events Officer role is to support plan, develop, and execute marketing, communication and income generating strategies and events.

The role’s responsibilities include all aspects of event management, developing promotional materials, online content, general communications, and social media content related to RWAV’s programs, services, and news. The role aims to enhance brand awareness, reputation, and engagement, contributing to the RWAV’s overall goals and objectives.

The role requires:

- Event management skills: ability to organise and deliver online and face-to-face events
- Written communication skills: ability to write for a diverse mix of audiences and styles
- Marketing skills: ability to organise in person and online events and digital marketing skills

Key Responsibilities

The role will be responsible for delivering the following:

1. Support the coordination of RWAV hosted events, such as Annual Awards, Conference and including planning, project managing, stakeholder engagement, making bookings, and negotiating prices and couriers.
2. Responsible for generating revenue for events through paid sponsorships and ticket sales with the primary event being the RWAV Conference.
3. Support the setup and coordination of RWAV online hosted events, such as delivery of in-house Webinars and other events that RWAV participates in.
4. Responsible for creating landing pages, updating content and gravity forms on the website/news. Also configuring the form settings with automated messages in word press including publishing/closing the grant guidelines. Creating and sending out mailouts.
5. Other duties as directed by the Line Manager, informed by the RWAV priorities or the activity work plans for funded programs and consistent with the skills required for the role.

6. Assist with RWAV's marketing strategy.
7. Monitor and collate relevant marketing activity statistics to identify opportunities for organisational improvement and new opportunities.
8. Support the Marketing & Communications Team on any overflow of outstanding work.

The roles and responsibilities will be reviewed periodically to ensure alignment with RWAV strategic priorities and contractual requirements.

Key Selection Criteria - Essential

- Possession of tertiary qualification and relevant experience in communications, marketing, public relations or appropriate industry experience.
- Demonstrated experience in event planning and coordination.

- Demonstrated high-level verbal and written communication and negotiation skills.
- Proven organisational skills with the ability to prioritise and manage own workload to meet timeframes and position-related expectations.
- Experience creating content for print, digital and social media platforms.
- Understanding of social media marketing on platforms such as Facebook, X, LinkedIn, Loomly, WordPress, Mailchimp and Salesforce Marketing Cloud.
- Strong attention to detail.
- Desirable: Experience with Canva or Adobe Creative Suite.

Requisite Security Checks and Licences

- Satisfactory National Police Records check and Working with Children Check.
- Current driver's license and capacity to travel within Victoria where required.

Diversity and Inclusion Statement

RWAV is an inclusive employer.

We encourage flexible working and aim to create a work environment where all employees are respected, connected, and can contribute, regardless of age, culture, disability, family and caring responsibilities, gender identity, Indigeneity, religion, or sexuality.

We welcome applications from people with lived experience of diversity. Aboriginal and Torres Strait Islander applicants are strongly encouraged to apply.

REVIEWED:	May 2024
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NEXT REVIEW:	May 2025
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I have noted the role and primary responsibilities detailed in this document.



EMPLOYEE SIGNATURE:
MANAGER SIGNATURE:
DATE:

