



Position Description

Position Title:	Marketing and Partnerships Manager
Position Reports To:	Chief Executive Officer (CEO)
Employment Type:	Full Time (1FTE)
Position Location:	State Equestrian Centre (SEC) 303 Cathedral Avenue Brigadoon, Western Australia
Date Updated:	10 January 2023

Position Purpose

This position shall be responsible for designing and implementing communication strategies and coordinating associated marketing and partnership opportunities.

ORGANISATION	<p>Equestrian Western Australia (EWA) is the State Sporting Organisation responsible for the development, promotion and governance of equestrian sport throughout Western Australia. EWA supports the Olympic Disciplines of Dressage, Eventing, Jumping, Para Equestrian and the discipline of Show Horse.</p> <p>EWA is a not-for profit organisation, which is governed by an independent Board of Directors. Within the EWA governance structure, there are eight committees that assist in the strategic drive and operational ability of the sport. EWA is one of seven state branches, which make up the membership of Equestrian Australia.</p> <p>EWA's mission is to lead, manage and develop the sport of equestrian by:</p> <ul style="list-style-type: none"> • Facilitating state and national success and competition; • Increasing participation and spectator involvement in the sport; and • Ensuring excellence, relevance and effectiveness within the sport and all associated business activities.
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RESPONSIBILITIES

The key responsibilities of this position include, but are not limited to the following:

- *Complete deliverables in accordance with the EWA Strategic and SEC Business Plans.*

Communications and Marketing

- *Complete and coordinate commercial advertising campaigns for suppliers and vendors (e.g. send out email blasts).*
- *Develop and distribute a weekly newsletter to EWA members.*
- *Manage EWA's social media pages, website, and content by uploading news, articles, and exhibit riders and events that occurred, etc.*
- *Develop, coordinate, and maintain a range of marketing material (e.g. graphics, brochures, etc.) as required.*
- *Generate annual and monthly reports as required.*

Partnerships and Business Development

- *Pursue diverse income sources so we are as sustainable as possible*
- *Foster meaningful, mutually-beneficial partnerships, that are substantial and long-term*
- *Support and assist the CEO by providing input on and completing assigned tasks, associated with the development of partnership packages.*
- *Liaise with the CEO to ensure partnership entitlements are carried out in accordance with the contractual arrangements.*
- *Provide assistance with the planning of EWA activities including; Annual Awards, Milne Feeds Education series, Interschools and other activities as required.*

Safety

- *Report any safety incidents, issues and/or potential hazards to the CEO.*

Miscellaneous

- *Provide reception coverage and support as required.*
- *Assist the other staff with answering general enquiries – bookings, memberships, etc.*

From time to time, this position may be requested by the CEO (and/or EWA) to undertake other duties, which are within the incumbent's skill and competence, to meet business needs.

The skills and experience to fulfill the requirements of this position are detailed below.

Education, Qualifications, Licenses, or Certificates:

- *First Aid Certificate*
- *Current WA Working with Children Certificate*
- *Current National Police Check*
- *Current WA driver's license*
- *Qualifications or Experience in Marketing, Communications, and partnerships or similar work experience.*

Required Skills and/or Experience:

- *Previous experience working in a communications and/or partnerships position*
- *Strong organisational, communication, interpersonal, customer service, and administrative skills.*
- *Proficient and able to complete tasks across a variety of software programs and social media as required (e.g. Microsoft Office, website administration, etc.).*
- *Basic design capabilities and proficient in the use of Adobe Creative Suite (InDesign, Illustrator & Photoshop)*
- *Experience with email marketing solutions, online ticketing platforms, and eCommerce platforms*
- *Ability to work independently and/or as a collaborative team member.*
- *Previous experience in communications and maintaining a variety of online and other social media resources (e.g. EWA website, Facebook, online newsletters, etc.)*
- *Proven skills in key areas of communications, print publication production, social media account management, stakeholder relationship management, stakeholder relationship management and community engagement*
- *Knowledge of current digital and social media marketing methods, strategy and best practice.*
- *Strong administrative and computer skills.*
- *Attention to detail, excellent time management skills and capable of working with multiple competing priorities.*

Desirable Skills and/or Experience:

- *Previous experience working within a sporting or similar industry (e.g. equestrian, racing, etc.).*
- *Strong influencing and problem solving skills.*
- *Knowledge of HTML & CSS*
- *Responsible Service of Alcohol WA certified*

<p>KEY RELATIONSHIPS</p>	<p>This position shall be responsible for actively building and maintaining positive relationships with the following key stakeholders:</p> <ul style="list-style-type: none"> • <i>All EWA members, clients, participants, Committee and Board members, CEO, and work colleagues.</i> • <i>National and state sport, and equestrian clubs and affiliates, such as Equestrian Australia, and Department of Sports and Recreation (DLGSC).</i> • <i>Third party vendors and suppliers (e.g. social media, website/domain providers, etc.).</i> • <i>Partners</i>
<p>POLICIES, STANDARDS, & LEGISLATION</p>	<p>ALL EWA staff, including casuals, shall be required to understand their obligations and to comply with the following policies, standards, and legislation at all times:</p> <ul style="list-style-type: none"> • <i>EWA Staff Code of Conduct</i> • <i>EWA Member Protection Information Policy</i> • <i>Risk Management Policy</i> • <i>Occupational Health and Safety Act</i> • <i>Equal Employment Opportunity Act</i>