

Position Description

Position Title:	Marketing and Partnerships Specialist
Position Reports To:	State Manager
Employment Type:	Full Time (1FTE)
Position Location:	State Equestrian Centre (SEC) 303 Cathedral Avenue Brigadoon, Western Australia
Date Updated:	14 October 2025

Position Purpose

This position is responsible for developing and delivering effective communication, marketing, and partnership strategies to strengthen EWA's brand, maintain sponsorships, and support growth through grants, tenders, and business development opportunities.

ORGANISATION	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. As a not-for-profit organisation, EWA is governed by an independent Board of Directors, supported by eight discipline committees that help drive the strategic direction and operational delivery of the sport. EWA is one of seven state branches, which make up the membership of Equestrian Australia. EWA's mission is to lead, manage and develop the sport of equestrian by: • 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 not limited to: <i>Communications and Marketing</i> • Deliver marketing and communication initiatives aligned with the EWA Strategic and SEC Business Plans. • Plan and execute integrated marketing campaigns across digital, social, and print channels to promote EWA programs, events, and member achievements. • Manage content and updates for the EWA website, social media platforms, and member newsletters. • Develop high-quality marketing materials and event collateral, ensuring brand consistency across all channels. • Provide marketing support for major events such as Annual Awards, Interschools etc. • Measure and report on marketing performance to inform continuous improvement. <i>Partnerships, Grants, and Business Development</i> • Lead the preparation, coordination and submission of tenders, proposals, and business cases that support organisational growth and diversification. • Identify and pursue grant funding opportunities for EWA and the SEC, including preparation of detailed applications, supporting documentation and acquittal reports. • Manage and maintain sponsorships and partnerships, ensuring all entitlements and deliverables are met. • Identify, pursue, and secure new sponsorships, partnerships, and commercial opportunities. • Maintain strong relationships with existing sponsors and partners, ensuring delivery of contractual entitlements. • Support the delivery of programs and events funded through grants or sponsorships. • Contribute to the financial sustainability of EWA by identifying and diversifying income streams.
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SKILLS & EXPERIENCE	The skills and experience to fulfill the requirements of this position are detailed below. Essential • Tertiary qualifications or minimum of 5 years' experience in Marketing, Communications, and partnerships or similar. • Proven ability in tender writing, grant applications, and business case development. • Experience in digital marketing, content creation, and social media management. • Strong written, verbal, and interpersonal communication skills with the ability to build positive relationships. Desirable • Basic design capability using Canva or Adobe Creative Suite. • Experience in stakeholder engagement and community relations. • Experience working within a not for profit or member based organisation. • Strong influencing, analytical and problem-solving skills.
KEY RELATIONSHIPS	This position shall be responsible for actively building and maintaining positive relationships with the following key stakeholders: • All EWA members, clients, participants, Committee and Board members, CEO, and work colleagues. • National and state sport, and equestrian clubs and affiliates, such as Equestrian Australia, and Department of Sports and Recreation (DLGSC). • Third party vendors and suppliers (e.g. social media, website/domain providers, etc.). • Partners • SEC Patrons
POLICIES, STANDARDS, & LEGISLATION	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: • EWA Staff Code of Conduct • EWA Member Protection Information Policy • Risk Management Policy • Occupational Health and Safety Act • Equal Employment Opportunity Act