Job Description

Position Title	Manager, Marketing, Communications and Engagement
Employment Benefits	Level 5 (SCHADS Award) Base Salary 12% employer superannuation contribution 5 weeks annual leave entitlement PBI salary packaging benefits
Hours of Work	37.5 hours per week (Full time)
Contract Period	Permanent
Responsible to	Executive Manager, Strategy and Development

Volunteering WA

As the peak organisation for volunteering in WA, we are the leading voice for volunteers and volunteer involving organisations, working to strengthen the sector and promote the benefits of volunteering. Volunteering WA's mission is '*to empower people and communities to enrich Western Australia'*, and our vision is *'A society where everyone is inspired to make a difference'.*

The Position

This role focuses on planning, management and execution of strategic communications, events and engagement activities, including the development and implementation of the Stakeholder Engagement Plan.

As head of the Marketing, Communications and Events functions, the Manager is responsible for the end-to-end delivery of marketing, media and events and related initiatives across Volunteering WA and its sub brands. The role also provides strategic marketing support to internal teams who provide services to our external stakeholders, including members and other key partners.

Success in the role requires business development, people leadership and project management expertise, supported by strategic thinking, creativity and strong analytical skills. These capabilities are essential to engaging target audiences, strengthening relationships and achieving organisational objectives.

The Manager Marketing, Communications and Engagement, builds collaborative partnerships and strengthens Volunteering WA's position as the trusted advisor and go to place for volunteering expertise in WA. The role also leads and supports a high-performing team, fostering the Volunteering WA values and a positive, inclusive workplace culture.

Responsibilities

Marketing and Communications

- Develop and deliver Volunteering WA's Marketing, Communications and Engagement Strategy to raise the profile of volunteering and Volunteering WA across key audiences.
- Lead the planning, delivery and evaluation of marketing, communications and promotional activities, including campaigns, publications and digital initiatives, in support of organisational priorities.
- Manage and protect the Volunteering WA brand and sub-brands, ensuring consistent application across all channels and activities.
- Oversee the production of marketing assets, publications, websites, social media and other digital platforms to ensure quality, consistency and engagement.
- Monitor performance, analyse results and identify opportunities to improve marketing effectiveness and audience engagement.
- Together with the Executive Manager, Strategy and Development, lead communications risk management, including crisis communications planning, and maintain relevant policies and procedures.

Events

- Lead the planning, delivery and evaluation of Volunteering WA's major events, activations and event programs, including the Awards program, volunteer recognition initiatives and State Conference.
- Together with the Executive Manager, Strategy and Development, secure and manage event sponsorships and grants, including proposal development, reporting and acquittals.
- Identify and develop new event and engagement opportunities that support volunteering across Western Australia.
- Deliver agreed event KPIs, including participation, satisfaction and revenue targets.

Stakeholder Engagement

- Develop and implement a strategic stakeholder engagement plan in collaboration with teams across the organisation.
- Build and maintain strong relationships with members, sponsors, partners, clients, volunteers, government and other key stakeholders.
- Identify and cultivate partnerships that strengthen volunteering and advance Volunteering WA's strategic objectives.
- Represent Volunteering WA at events, committees, forums and speaking engagements to promote the organisation and the volunteering sector.
- Support member attraction, retention and engagement initiatives, including effective use of CRM and stakeholder management systems.
- Monitor stakeholder satisfaction and identify opportunities to enhance and grow Volunteering WA's services and programs.
- Collaborate with the CEO, Executive Managers and other leaders to support broader community, sector and government engagement activities.

Leadership

- Lead, develop and manage the performance of the Marketing, Communications and Engagement team (and supervise or guide volunteers and/or other VWA staff when supporting major events).
- Oversee team workplans, priorities and stakeholder engagement activities to ensure successful delivery of outcomes.

- Manage relationships with media, creative agencies, suppliers and other external partners to deliver high-quality communications and events.
- Act as Volunteering WA's key contact for media enquiries and Government and Ministerial communications teams.
- Provide strategic advice and support to staff on communications, engagement, events and related budget planning.
- Lead internal communications initiatives that strengthen organisational culture and alignment.
- Undertake other duties consistent with the role as required.

Key relationships - internal

- Chief Executive Officer > manager-one-removed and key client of the role
- Executive Managers > key clients of the role
- Volunteering WA staff and volunteers

Reporting structure



Key relationships - external

- Volunteer Involving Organisations (VIOs), volunteer resource centres and volunteers
- Volunteering WA members and potential members.
- Corporate volunteering client organisations and other corporates
- Volunteering WA sponsors and funding bodies, such as Lotterywest
- Relevant state and national peak bodies and organisations
- All local, State and Federal Government agencies and officers
- Volunteering WA project partners and service providers/suppliers
- Key suppliers and event stakeholders and the media.

Selection Criteria

Essential	• Relevant tertiary qualification or equivalent experience in Communications / Marketing / Public Relations / Journalism or a related professional field. • Minimum of five (5) years professional experience in a relevant/related role. • Professional writing skills with strong interpersonal communication skills, and the ability to influence and negotiate effectively. • Demonstrated ability to collaborate at the CEO and Executive level -internally and externally – as part of establishing and maintaining strategic stakeholder relationships. • Demonstrated people management experience and sound leadership skills to support a high functioning and professional team. • Outstanding problem-solving skills and capacity to exercise sound judgement. • Exceptional large and/or complex project and event management skills with budget and time management control. • Strong organisational skills, with a high degree of attention to detail and the ability to self-manage multiple projects/requests concurrently, to a high standard and within agreed deadlines and budgets. • Proven experience in developing and executing fresh and engaging digital/media/marketing strategies to appeal to target audiences. • High level computer literacy skills and contemporary social media skills, as well as experience in website development and management, CRMs, design and ticketing platforms (preferably with Hubspot and Humanitix). • Proven media experience to identify and generate stories and target media. • Energetic, highly motivated with the drive to succeed and confidence to represent and work collaboratively across the sector • Desire to meet own KPIs and support others in attain theirs. • Ability to work both independently and collaboratively as part of a team.
Desirable	• Experience working in, and/or knowledge of, the not-for-profit sector and/or a peak body or membership association, incl. small-medium-sized ‘for purpose’ organisations • Commercial or business experience or understanding. • Experience working with AI, including by following a defined policy.
Special Requirements	• Willing to travel within the Perth metro and regional areas, and to work in evenings and on weekends, on occasion. • A current and valid WA driver’s licence.