

Position Description



Position:	Marketing and Events Coordinator
Reports to:	Business Developer
Works With:	Work Venture Team, Wellbeing Team, other staff, students
Type and Term of Appointment:	Casual
Award:	Educational Services (Schools) General Staff Award 2010
Hours of Duty:	16+ hours per week
Performance Review:	Continuous Performance Review

Purpose and Vision

Youth Inc. exists to provide transformative learning experiences for young people who are disconnected from education and community. Our vision is to create a safe, dynamic and supportive learning community where young people can develop their unique strengths and talents, and build the wellbeing, mindsets and capabilities they need to live a life that matters to them.

Position Summary

The Marketing and Events Coordinator is a hands-on role in two main parts. Firstly, to oversee a team of up to 5 student employees to deliver marketing, multimedia and events services within a school-based enterprise program, including the delivery of educational outcomes.

This role also coordinates a wide range of marketing, communication and events activities for the Youth Inc. Enterprise Academy, including film, podcasting, photography, eDMs, social media management, digital advertising etc.

The Marketing and Multimedia Coordinator will be supported by other teaching and non-teaching support staff including: Learning Managers, Work Venture coordinators, coaches, tutors, and RTO trainers.

The hours for this role are flexible and subject to increase around business needs.

Duties and Responsibilities

This role is made of 3 main Responsibility Areas:

Direct Student Support

This Responsibility Area incorporates

- Structured delivery of Work Venture program in relevant project area
- Tracking and monitoring of student engagement
- Providing one to one support to students
- Supporting the delivery of VET outcomes for students under supervision of the VET Manager

Support and monitor the marketing, events, communication and promotional activities

This Responsibility Area incorporates

- Develop advertising, marketing and communications strategies, including implementation and analysis for programs, events, and initiatives
- Develop and produce marketing materials, including advertising, collateral pieces and other special marketing initiatives
- In collaboration with other staff, attend, document and promote on-site on social media during events as needed
- In collaboration with other staff design, develop and execute Youth Inc. events
- In collaboration with relevant staff and stakeholders, develop PR, communications plans, and messaging for key initiatives

Coordinate the marketing, design & multimedia aspects of the Work Ventures Program

This Responsibility Area incorporates

- Work alongside the Business Developer and Work Venture coordinators to create meaningful work opportunities.
- Work alongside the Business Developer to develop and implement a viable budget for your project area.
- Work with the Business Developer to source external contracts, and build relationships with external clients in line with budget expectations.

Further General Responsibilities

- **Governance**
 - Participate in risk management planning and review processes as required
- **People and Culture**
 - Participate actively in the school's professional development program
 - Participate actively in a structured briefing and review process, so as to build a culture of shared learning and support
- **Learning and Support**
 - Monitor, record, and report on student learning outcomes, as designed by the school
 - Support life coaching and support services for students
- **Communications**
 - Support the Youth Inc. brand by using logo and brand assets, and communicating the purpose, values and ethos of the school
 - Oversee external and internal communications
 - Support the student enrolment process
 - Contribute to reports and other forms of information on matters of interest to stakeholder groups.

PERSON SPECIFICATIONS:

1. Passion for working with young people who have disconnected from mainstream learning and employment pathways, and experience in providing support and building positive, professional relationships with young people.
2. Experience or ability to work in innovative educational settings.
3. Professional experience in delivering employment outcomes.
4. Professional qualifications and experience in one or more of Marketing, Events, Film/Photography, The Creative and Cultural Industries.
5. Willingness to collaborate in an organisational culture of sharing, peer support, and continuous improvement – based on delivering transformative learning experiences.
6. Willingness to work with other staff in a team setting to ensure quality service, equity, team spirit, program development, reporting and effective management of resources.
7. Ability to supervise others, and the ability to work with volunteers and other support staff in relation to learning programs/outcomes.
8. Ability to meet administrative requirements of the school.
9. Proficiency in the use of computer systems and software, including Google Suite, and school based management systems.
10. Ability to foster positive relationships with internal and external parties, including working as part of a multi-disciplinary team and liaising with local agencies to manage student opportunities as required.
11. Highly developed written, verbal and interpersonal communication skills.
12. Current Driver's Licence.

ACKNOWLEDGMENT:

I acknowledge that I have read and understood the contents of this Position Description and agree to: (a) carry out my duties in accordance with the requirements of this position; and (b) do so in a spirit that aligns with the purpose, values and ethos of the organisation. I acknowledge that have received a copy of this Position Description for my records.

Employee

Name:

Signature:

Date:

Principal/Director

Name:

Signature:

Date: