



Nightcliff Community Centre
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IdA Patron, Her Honour, the Honourable Vicki O'Halloran AM Administrator of the Northern Territory

Position Description: Marketing and Events Officer

Integrated disAbility Action Inc (IdA) is the peak consumer body for people with disabilities, their families, carers, workers in the disability field and those with an interest in the area.

Position Description

Position Title:	Marketing and Events Officer
Position Purpose:	The Marketing and Events Officer will lead the organisation's marketing strategy and events program and will play a key part in communicating the organisation's aims and purpose to the wider community.
Position Reports to:	General Manager
Position Location:	4/18 Bauhinia Street, Nightcliff Community Centre
Industrial Instrument:	The Fair Work Act 2009, Social, Community, Home Care and Disability Services industry (SCHADS) Award 2010
Terms of Employment:	Part Time employment for a minimum of 15 hours per week. Social, Community, Home Care and Disability Services Industry
Award Classification:	(SCHADS) Award 2010 2.1
Wage:	\$32:00 rate per hour plus superannuation 15 hours per week initially with the potential for increased hours

Background to the position:

Integrated disAbility Action Inc (IdA) was formed in 1996 as the Northern Territory (NT) Peak Consumer Organisation for Territorians with disability. IdA actively supports and represents the views of people with disability and those of their family members, carers and guardians (paid and unpaid).

Statement of Duties:

A person employed under the Social, Community, Home Care and Disability Services (SCHADS) award at level 2.1 will work under general guidance within clearly defined guidelines and undertake a range of activities requiring the application of acquired skills and knowledge.

Summary of main duties to be performed, listed with equal priority.

General Duties

- Maintaining and developing marketing channels including email, newsletters, website and social media, press (TV, radio and print) and promotional materials
 - Planning and project managing all IDA events (such as AGM, fundraisers, network meeting, forums, etc.) including budgets, promotion, bookings, VIP protocol , event staging and hosting
 - Evaluating the effectiveness of events and campaigns
 - Supporting the General Manager in day to day marketing activities and all related administration
 - Creating and developing effective strategies to increase memberships both corporate and individual
 - Assisting the General Manager to write grant proposals and submit acquittals as required
 - Office administration including, but not limited to, telephone enquiries, meeting room bookings, membership administration, inventory and stock management, database management, general filing, post and petty cash.
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Position Attributes

At Integrated disAbility Action, we value the ability to work creatively and independently, and the ability to be part of a team that treats others fairly and with respect.

- Previous experience in a similar role preferred, but not essential
- Experience or interest in disability rights, community and advocacy
- Ability to work independently
- Strong and confident communicator
- Excellent copywriting skills and experience
- Experience of using marketing software such as WordPress, MailChimp and Google Analytics preferred, but not essential
- Current NT driver's licence
- Current Northern Territory Working with Children card
- Current NT police clearance.

KPI	Tasks	Measurements
Administration Tasks	Task undertaken in a timely manner Office is organised and presentable Calender of events updated Data base is up to date and relevant	Office is neat tidy and presentable Systems in place and accessible Calender of events kept updated
Marketing activities	<ul style="list-style-type: none"> • Website updated regularly • E-Newsletter to be compiled and distributed • Blog kept up to date 	<ul style="list-style-type: none"> • Website up to date • Blog site developed and kept up to date • Social media presence and likes have increased over a 3, 6, and 12 month period • Increase in membership
Coordinate a range of appropriate member and industry events	<ul style="list-style-type: none"> • Organised member events as instructed • Coordinate appropriate seminars as instructed • Assist in organising membership and industry events 	<ul style="list-style-type: none"> • Well organised events held • Positive member feed back • Structured Calendar of events, forums and seminars developed • Increase in membership
Infrastructure and equipment maintenance	<ul style="list-style-type: none"> • Workspace is neat and tidy and well maintained • Assist the General Manager in identifying New equipment of furniture requests lodged with the Management Committee when required 	<ul style="list-style-type: none"> • Space well maintained and neat and welcoming • Positive membership feedback