



Integrated disAbility Action Inc.

Nightcliff Community Centre
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IdA Patron, Her Honour, the Honourable Vicki O'Halloran AO 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 Location:	Integrated disAbility Action (IdA) Inc, Nightcliff Community Centre, 4/18 Bauhinia Street, Nightcliff
Classification	The Fair Work Act 2009, Social, Community, Home Care and Disability Services industry (SCHADS) Award 2010 Level 2.4
Salary	\$61,256 gross per annum plus superannuation
Hours	76 hours per fortnight

Term	Initially 12 month contract then reviewed after 12 months (Current funding from NT Government until 30.6.24) The Events & Marketing 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.
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POSITION SUMMARY

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). The Community Engagement Officer is to increase community awareness of the IdA and increase membership.

They will do this by organizing community events to engage identified target populations, such as the All Abilities Expo and International Day of People with Disability Carnival of Fun and using social media to promote awareness of IdA.

The Community Engagement Officer will work as part of a small team and will be an experienced professional with considerable knowledge and experience in community engagement and event planning.

To find out more about IdA visit www.idainc.org.au

KEY RESPONSIBILITIES

Marketing & Events

- Assist in maintaining websites and utilising social media to develop opportunities for community engagement and service promotion
- 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
- Produce documents and promotional material of a professional standard that comply with branding policy, suitable for external communication.
- 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
- Build relationships with external service providers and organisations and report on mutually beneficial partnerships that progress IdA toward its objectives.
- Represent IdA to various agencies and professional networks, the local community and people of all abilities
- In partnership with the General Manager develop an annual community engagement and events calendar
- 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.
- Keep up to date with sector information
- Participate in relevant training and development activities as an effective team member
- Other duties consistent with the position where required and/or requested by management

RELATIONSHIPS

The position holder will be required to develop and maintain positive and effective working relationships with a broad range of people and organisations. They must positively represent IdA to the public, community, government and other organisations.

Reports to General Manager

SELECTION CRITERIA

Experience

Essential

- Demonstrated experience working with people of all abilities
- Demonstrated experience coordinating and facilitating events and activities within a community setting
- Strong experience and expertise with social media as a communication tool
- Demonstrated ability to develop, implement and evaluate community awareness programs.

Desirable

- Experience in the not for profit/non-government sector

Knowledge and Skills

Essential

- Ability to organise and implement community engagement events and activities within an allocated budget
- Highly developed written and verbal communication skills
- Excellent organisational and time management skills with the ability to prioritise and manage multiple and competing work tasks and deliver to agreed deadlines.

Personal 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
- Self motivated and demonstrates initiative

- Ability to work independently
- Strong and confident communicator
- Excellent copywriting skills and experience

WORKPLACE POLICIES AND PRACTICES

All IdA employees are required to familiarise themselves with the organisation's policies and procedures and abide by them at all times.

It is expected that at all times employees will:

- Be respectful towards the organisation, colleagues, members and the general public
- Support the IdA vision and objectives and demonstrate the values of IdA
- Take reasonable care for their own health and safety, and that of others within the workplace

The position holder must also:-

- Hold a current Northern Territory Working with Children Ochre card
- Provide a Current NT police clearance check
- Hold a Current NT driver's licence and have access to their own vehicle
- Participate in a six month probationary period
- Participate in annual individual performance reviews and professional development training
- Have some flexibility to travel, and to work after hours (including weekends and evenings)

KPI	Tasks	Measurements
Administration Tasks	Task undertaken in a timely manner Office is organised and presentable Calendar of events updated Data base is up to date and relevant	Office is neat tidy and presentable Systems in place and accessible Calendar of events kept updated
Marketing activities	<ul style="list-style-type: none"> • Website and social media updated regularly with events information 	<ul style="list-style-type: none"> • Website 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