



## Position Details

<b>Position Title</b>	Marketing and Events Coordinator
<b>Location</b>	Based at Royal Park office, and occasionally required to work at Wayville office site
<b>Reports To</b> (Position Title)	Marketing Manager
<b>Financial Accountability</b> (Expense Budget and/or revenue)	None
<b>Conditions</b>	Working outside of normal business operating hours is required for conducting events as part of this position
<b>Management Responsibility</b> (No of employees managed/supervised)	None

## Position Responsibilities

<b>Purpose of the Position</b>	Assist with the growth of MTA apprentice employment, skills, training and membership, through the planning, project management, coordination and implementation of effective events, campaigns and promotional activities, and to assist the Marketing Manager in varying administrative functions, as necessary, in order to achieve overall marketing objectives.
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In order of importance, list the key responsibilities/activities of the position. Each responsibility should be weighted according to the amount of time/effort spent on it during a normal year. The total weighting will be 100%.

<b>Primary Responsibility</b>	Events planning and execution.	<b>Time Spent</b>  <b>40%</b>
<b>Purpose of Activity</b>	Project management to assist the Marketing Manager to deliver effective events and activations for members, apprentices, and broader industry, to align with MTA brand guidelines and overall marketing objectives. This includes the attendance and execution of events as required.	
<b>Example</b>	Planning, project management, attendance and successful delivery of events such as: <ul style="list-style-type: none"> <li>● Graduation and awards events</li> <li>● School events</li> </ul>	



	<ul style="list-style-type: none"> <li>• Open / gala days</li> <li>• Annual general meeting events</li> <li>• Sponsorship events or opportunities</li> <li>• Industry days, trade shows, exhibitions etc.</li> <li>• Corporate events</li> </ul>	
<b>Responsibility (1)</b>	Planning and implementation of event communications and promotional materials.	<b>40%</b>
<b>Purpose of Activity</b>	Ensure timely preparation of effective communications and materials in relation to marketing events.	
<b>Example</b>	<ul style="list-style-type: none"> <li>• Collaborating with Graphic Designers to create event invitations, reminders, and follow-up communications, then implementing them through ActiveCampaign (email marketing platform) and the MTA website (WordPress).</li> <li>• Collaborating with the Graphic Designers and Marketing Manager to develop effective lead generation campaigns aimed at engaging event attendees and nurturing leads through ActiveCampaign automations.</li> <li>• Collaborating with Graphic Designers to coordinate and execute print and digital promotional event flyers, presentations, and other event related collateral.</li> <li>• Coordinating print media in relation to events (i.e. newspaper advertorial) or post-event related traditional media (Motor Trade Magazine etc.)</li> <li>• Packing membership packs, training packs and school-event/promotional packs.</li> <li>• Ensure Government, RTO and GTO compliance whilst also keeping in line with MTA brand guidelines.</li> </ul>	
<b>Responsibility (2)</b>	Tracking, reporting and budgeting.	<b>10%</b>
<b>Purpose of Activity</b>	Deliver timely and accurate reporting, insights, and analysis, for feedback to the Marketing Manager, on event related promotional materials	



	and communications efforts, spending and attendance.	
<b>Example</b>	<ul style="list-style-type: none"> <li>• Reporting on accurate event attendance figures and lists</li> <li>• Reporting on event related communications stats (open rates, click rates, registration numbers, leads generated, automation results and other campaigns etc.)</li> <li>• Reporting on stock levels and budget</li> <li>• Reporting on event spend and budget</li> <li>• Ensuring promotional stock levels are recorded, tracked, maintained and timeously made available for events</li> </ul>	
<b>Responsibility (4)</b>	Administrative functions.	<b>10%</b>
<b>Purpose of Activity</b>	Assist Marketing Manager with any administrative functions as necessary.	
<b>Example</b>	<ul style="list-style-type: none"> <li>• Sourcing, ordering and keeping track of deliveries and invoicing of stock and other event related orders</li> <li>• Coordinate New, 25/50yr and other member certificates</li> <li>• Other activities as directed by the Marketing Manager</li> </ul>	
<b>Total Weighting</b>		<b>100%</b>

## Compliance Responsibilities

It is the responsibility of both the manager and incumbent(s) of the role to ensure that the following compliance requirements are met:

- Relevant laws and regulations including OH&S and EEO
- Industry codes.

## Knowledge, Skill and Experience Requirements



<p><b>Knowledge</b></p> <ul style="list-style-type: none"> <li>• SACE</li> <li>• Degree/Diploma</li> <li>• Post-Graduate Qualifications</li> <li>• Trade Certificate</li> <li>• Industry Specific Qualifications</li> </ul>	<p><b>Essential</b></p> <p>Cert III or above in marketing or a related field</p>	<p><b>Preferred</b></p> <p>Degree in marketing</p>
<p><b>Skills and Attributes</b></p> <ul style="list-style-type: none"> <li>• Interpersonal Skills eg. Communication, Negotiation, Problem Solving, Analytical, Customer Service, Team work</li> </ul>	<p><b>Essential</b></p> <p>Excellent attention to detail</p> <p>Ability to work well in a team environment</p> <p>Ability to work well in a fast-paced, collaborative environment- towards deadlines</p> <p>Explorative mind to improve processes and show initiative</p> <p>Strong organisation and prioritisation skills</p> <p>Excellent time management skills, with the ability to multi-task</p> <p>Ability to be creative and innovative</p> <p>Excellent written, communication and presentation skills</p> <p>Excellent customer service and professionalism</p> <p>Willingness to go above and beyond expectations, with a can do attitude</p>	<p><b>Preferred</b></p> <p>Automotive industry knowledge or experience</p>
<p><b>Personal alignment with MTA Values</b></p>	<p><b>Teamwork:</b> Working together, empowering and supporting</p>	



	<p>one another to achieve our common goals</p> <p><b>Achievement:</b> We do our best to exceed expectations, striving for innovation in our delivery of relevant and valued services</p> <p><b>Accountability:</b> We take ownership of all that we do, each taking responsibility for our part in delivering high quality services</p> <p><b>Respect:</b> We understand, acknowledge and appreciate the needs, opinions and</p>	
<p><b>Computer Software</b></p> <ul style="list-style-type: none"> <li>Eg. Microsoft suite, Project, Finance</li> </ul>	<p><b>Essential</b></p> <p>Use of Microsoft Suite (excel, PowerPoint, Word), Eventbrite and Canva</p>	<p><b>Preferred</b></p> <p>Adobe suite (Photoshop, Illustrator, Premier Pro or other editor/video editing software)</p> <p>CRM experience</p>
<p><b>Technical Skills</b></p> <ul style="list-style-type: none"> <li>Licences</li> </ul>	<p><b>Essential</b></p> <p>Drivers Licence</p>	<p><b>Preferred</b></p>
<p><b>Experience</b></p> <ul style="list-style-type: none"> <li>Industry and/or field experience</li> </ul>	<p><b>Essential</b></p> <p>Experience with project managing effective events, campaigns and promotional activities</p> <p>Event management</p> <p>Experience with planning and implementing communications and promotional materials in relation to events</p>	<p><b>Preferred</b></p> <p>Automotive industry experience</p> <p>Experience with copywriting</p> <p>Experience with maintaining and updating the backend of websites and social media content via a CMS</p>



	<p>Experience with maintaining and updating the backend of websites</p> <p>Experience with simple graphic design projects</p>	
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## Frequent Contacts

<p><b>Internal Contacts</b> Includes organisational managers and employees.</p>	<p>Marketing, Communications and Membership Manager, Engagement Specialists, Industry Specialists, GM Member Solutions, Marketing Specialist, Training and Employment, Workplace Relations team, Government and Policy team</p>
<p><b>External Contacts</b> Includes customers, members, suppliers, Government bodies, industry groups, competitors</p>	<p>Members, general customers, sponsors, business partners, industry partners, government bodies, apprentices, suppliers and competitors.</p>