



Position Description

Position Title:	Marketing & Communications Coordinator
Location:	105 Cambridge St, West Leederville
Manager:	Chief Operating Officer
Position Status:	Full Time

About WestCycle

WestCycle is the peak body for bike riding in Western Australia, leading and coordinating the growth and development of bike riding. Our vision is to have “more people riding bikes more often.”

WestCycle’s focus areas are

- **Representation** of our stakeholders in our advocacy to government and other agencies in order to deliver improvements in bike riding infrastructure, facilities and attitudes by and towards bike riders.
- **Growth** in the participation of bike riding.
- **Sustainability** of the environment, WestCycle and its member organisations.

Our values represent what we stand for.

LEADERSHIP

- We inspire growth and action.
- We provide direction, motivation and guidance.
- We take a big picture view.
- We strive to raise the standards for the whole industry.

COLLABORATION

- We do great things together.
- We deliver success through shared goals and mutual support.
- We help and support each other to achieve a collective goal.
- We listen and evolve together.
- We facilitate the use of collective knowledge and energy.

SUSTAINABILITY

- We build an organisation for the future.
- We take care of our team.
- Success breeds sustainability.
- We make decisions and act with regard to the environment, our economy and society.

Key Responsibilities

Communications

- Responsible for the development and delivery of the WestCycle Communications Strategy
- Manage communications across targeted channels including social media, print, radio and TV
- Procure and produce content for respective channels
- Ensure WestCycle is presented in a positive manner including the management of adverse incidents should they arise
- Provide regular communications to our stakeholders including government, members and general public
- Ensure grant and funding acquittals are supported by media and communications in accordance with funding agreements

General Marketing

- Deliver on all aspects of the WestCycle Marketing Strategy
- Collaborate with divisions to promote their products and services. For example
 - Membership Coordinator to deliver membership growth
 - Events Coordinator to promote events
 - Active Transport Manager to promote mobility issues
- Ensure correct usage of all WestCycle assets and ensure consistency in our external marketing presence
- Manage all creative and print requirements for WestCycle
- Manage Annual Report development, design and printing

Website

- Manage the development of an upgraded website
- Ensure the website is up to date and meets the objectives defined in the website upgrade project
- Procure and upload content
- Identify new website enhancements and initiatives
- Ensure website metrics are used to optimise the website
- Create website content and appearance
- Implement SEO/SEM best practice

Social media

- Develop and implement social media strategies
- Maintain social media presence in accordance with strategy
- Meet social media metric goals
- Manage stakeholder and community engagement and input on social media forums

Events

- Responsible for all collateral, branding, marketing and communications for all WestCycle events
- Coordination of live event coverage on social media
- Coordination of event calendar and event portal

Monitoring and reporting

- Provide monthly reports regarding the status of respective projects
- Monitor, evaluate and report on the effectiveness of individual strategies
- Management of all data requirements to enable accurate communications and reporting

Finance

- Manage expenditure in accordance with approved budget
- Provide monthly budget reports

Other Duties

- Identify trends, insights, new and creative growth strategies
- Fulfill other duties as directed by the COO and CEO

Selection Criteria

- Tertiary qualifications
- Demonstrated experience in communications, website management and social media
- Ability to work as part of a team, and independently
- Strong design and production capabilities
- Strong computer skills in Microsoft Office suite and production software
- High quality administration skills
- High-level written communication skills
- Demonstrated high-level interpersonal skills with the ability to build effective relationships with people at all levels
- A willingness to go above and beyond the core responsibilities of the role to ensure WestCycle is successful and the entire team is supported

