**Western Australian Council of Social Service Inc**

**Position Description**

**Position Title**

Project Officer DropIN - Marketing, Communications and IT

**Classification Level**

WACOSS Staff Agreement 2016 Salary Scale – Level 3.1 $66,185 (12 months contract starting on to 01 September 2017).

**Reporting line and roles under direct responsibility**

As per Organisational Chart

**Primary Objectives**

Enterprise the website – DropIN – and its main deliverables, growing the customer database and supporting WACOSS’ marketing and design needs.

**Key Duties and Responsibilities**

**Marketing and Administration**

• Undertake activities as required to meet the intended objectives and outcomes of the program.

• Undertake strategic project planning, implementation and oversight

• Deliver a strategic marketing plan to meet with the sales goals.

• Develop an Inbound Marketing Plan to attract and convert qualified leads into customers.

• Ensure adequate systems are established to monitor and evaluate the program

• Ensure that the administrative requirements of the program are aligned to best practice processes and other activities are adequately met including:

o Management of files in accordance with WACOSS policies and information management system

o Ensuring program and project reports completed as required.

• Support WACOSS’ marketing and design needs:

o Designing flyers, banners and booklets o Promoting events and training achieving significant click-through rates

o Designing and developing portal/pages based on WACOSS’ grants

**Liaison, Communication & Development**

• Undertake activities as required to meet the main deliverables related to the three projects – DropIN, Early Years and ER Connect:

o Implementing sustainable revenue streams

o Delivering of services under the umbrella of these websites (website design and development, banner advertisement placement and design of materials such as booklets, flyers and banners)

o Growing the user base of the website through Inbound Marketing techniques.

o Growing the service providers base of ER Connect o Troubleshooting and providing user support o Sourcing, recruiting and managing a team of volunteers o Delivering face-to-face training to networks and online webinars

o Develop and deliver webinar (and, if required, in person) training on the platforms

 • Support WACOSS’ marketing and design needs:

o Designing flyers, banners and booklets o Promoting events and training achieving significant click-through rates

o Designing and developing portal/pages based on WACOSS’ grants

 **Strategic Planning**

• In accordance with the Performance Development Planning and Review Policy, develop a Work Plan that aligns activities and tasks with WACOSS strategic priorities and operational plans.

• Understand and promote the WACOSS Mission, Vision and Values.

 **Occupational Health and Safety**

• Employees are required to take reasonable care for their own safety and health at work and to avoid harming the safety and health of other people through any act or omission at work.

**Other Duties**

• Participate in organisational and team meetings as scheduled

• Other duties as required. Selection Criteria

**Essential**

• Demonstrated program development and project management experience in a community services environment

• Demonstrated experience in the not-for-profit sector

• Ability to use initiative and work effectively with minimal supervision

• Experience in ICT systems

• Well-developed organisational and time management skills, including an ability to work within tight deadlines.

• Excellent computer skills including the MS Office suite

• An ability to support and operate within the WACOSS Mission, Vision and Values

 **Program Specific**

• Demonstrated experience in the marketing field

• Proven track record of achieving tangible results

• Proven track record of project managed and growth

• Ability to work with design and web design.

• The ability to work with Photoshop, MailChimp, DreamWeaver, Microsoft Office, Confluence and Podio at a proficient level

• Experience working with websites and website management

• Team management experience

**Desirable**

• Relevant Tertiary or Training Qualification

• Sales and sponsorship experience

• Front-end development knowledge

• HTML and CSSS