

Graduate Officer – Marketing, Communication and Events

Under the direction of the Marketing and Customer Experience Manager, the Graduate Marketing officer is responsible for supporting the marketing, communications and events activities of UWA Sport.

Key Responsibilities

Marketing, Communications and Events – 75%

- Create and publish high quality content across all UWA Sport social media platforms.
- Brief internal and external designers on artwork requirements for campaigns.
- Support the marketing team in the delivery of key events and brand activation events including (but not limited to) the UWA Sport Awards, University Blues Awards, West Coast Fever Game Days, Open Day and O-Day, Community and Guild events.
- Identify and write weekly news stories and proofread content .
- Build and schedule planned email campaigns and populate the monthly e-newsletter.
- Deliver creative on-campus brand activations at high student traffic locations to increase engagement with UWA Sport products and services.
- Create and implement a distribution plan that identifies all student touch points across campus and efficiently distribute marketing campaign materials.
- Respond to customer enquiries and engage in conversations on all owned social media platforms, online chat and monitor the marketing email account.
- Monitor and identify the latest digital platforms used by students.
- Maintain and update website content.
- Maintain and update customer email databases.
- Follow all marketing filing procedures and maintain all digital filing systems.

Other Association – 20%

- To perform front line customer service duties as part of the UWA Sport service team, including but not limited to regular rostered hours on the front line service roster.

Occupational Health and Safety - 5%

- To comply with the University's, UWA Sport and other regulatory bodies' policies and procedures.

Selection Criteria

Essential

- Be a current or recent graduate (within 2 years) of UWA.
- Relevant degree in associated field.
- Creative flair with a drive to produce results.
- Experience in social media platforms and the use of these in a professional context.
- An interest in digital marketing and trends across all current and emerging mediums.
- An interest in photography and video production.
- High-level attention to detail, with well-developed written and verbal communication skills

- Proficient in a range of computing skills and technology, specifically MS Office, photo editing programs, graphic design software, online EDM systems and multi-media platforms.
- Ability and willingness to work flexible working hours, including weekends and evenings.
- A Class C Licence; First Aid Certificate.
- Ability to obtain Working with Children.

Desirable

- General knowledge of the Sport, Recreation and Fitness industry.
- Experience in website CMS
- Experience coordinating events.
- A history of volunteering within the industry.
- LR Class driver's license.
- Certification and accreditations in specific areas of Sport, Recreation and/or Fitness.

Other

- Current national police clearance.
- Current Senior First Aid.

Contact details

For an applicant to be considered, a cover letter, resume and separate document addressing the selection criteria must be submitted.

Applications must be submitted to admin@sport.uwa.edu.au

Any applicant questions about the role can be directed to Sumari Dunn at admin@sport.uwa.edu.au

Applications close 5pm, 10 July 2018.

Position classification – Salary level 2 (\$48,328)

This is a 12 month fixed term employment role.