

## Position Details

Position Title:	Marketing Communications Coordinator
Date Prepared:	April 2018
Location:	Melbourne
Reporting to:	CEO
Direct Reports:	N/A
Role Type:	Part-time: 24hrs per week (3 days pw)

## Position Profile

Position Purpose	<p>The Marketing &amp; Communication Coordinator is primarily focused on the implementation of the Marketing Communications Strategy and Plan.</p> <p>They will coordinate internal and external communication ensuring they are relevant, timely and consistent with Calisthenics Victoria's brand, with an aim upholding Calisthenics Victoria's commitment to being collaborative, actively keeping members and stakeholders informed.</p> <p>Communication channels will be varied and the Marketing Communications Coordinator will work closely with the Digital Coordinator to ensure use of digital channels is optimized, as part of the broader mix of communication channels.</p>
This position works closely with	<p>Chief Executive Officer Chief Operating Officer Other CVI staff Committees External Marketing contractors</p>
The focus of this position is to	<p>Evolve and implement the marketing communications strategy and Plan to promote the sport to attract new performers Calisthenics, to inform and celebrate with our community and to raise the profile of calisthenics.</p> <p>Work with the CEO, COO and external suppliers to develop and establish collateral to promote and celebrate calisthenics.</p> <p>Maintain the website, and other online products to meet the needs of Calisthenics Victoria's stakeholders.</p> <p>Manage the social media activity of the organization including regular updates that inspire, inform celebrate.</p> <p>Coordinate sponsor agreements in conjunction with the CEO.</p>

	<p>Work with other team members to develop and oversee the communication to the Calisthenics community in a manner and format appropriate to their needs, and reflective of the Calisthenics Victoria brand and strategic direction.</p> <p>Promote Calisthenics Victoria's program of events to existing and new audiences.</p>
Success in this position will be measured by	<p>Delivery of the Marketing Communications Action Plan.</p> <p>Happy and engaged sponsors.</p> <p>Ongoing increase in social media activity and positive engagement.</p> <p>Website is up to date with strong statistics showing good traffic to site from marketing activity.</p> <p>Communication supports a positive culture.</p>

### Skills and Attributes

The individual in this position should have... ( <i>skills, qualifications and experience required</i> )	<p>Experience and understanding of the importance of branding and marketing.</p> <p>Experience and knowledge of social media and traditional marketing.</p> <p><i>Preferable by not a requirement:</i> A university degree in Marketing or another relevant field.</p>
The individual in this position should... ( <i>Personal characteristics, attributes desired..</i> )	<p>Be a creative thinker.</p> <p>Be highly organized.</p> <p>Possess excellent written and oral communication skills.</p> <p>Have a strong eye for detail.</p> <p>Demonstrate the ability to forge strong relationships with key stakeholders.</p>

### Core Values

All CVI staff are required to work towards the achievement of our mission:  
 "We will support our membership to deliver excellence in calisthenics and explore opportunities for growth and development while upholding the traditions of our sport."

By at all times living and displaying the values of:

- Collaboration;
- Transparency;
- Integrity;
- Professionalism; and
- Trust.