



Marketing and Education Events Coordinator (Full-Time): Position Description

Title:	Marketing and Education Events Coordinator
Reports to:	CEO
Primary Objective	<ul style="list-style-type: none"> • End-to-end administrative coordination of SPELD Victoria's professional development, learning and income-generating events. • Marketing and promotion of SPELD Victoria generally and the educational events program in particular - through social media, our website and other channels.
About the Organisation	<p>SPELD Victoria is a Not for Profit organisation which commenced in 1968. We want to see that all Victorians with Specific Learning Difficulties have the opportunity to achieve their highest learning potential.</p> <p>We aim to ensure that:</p> <ol style="list-style-type: none"> 1. All Victorian children understand their learning disorder (if any) their traditional literacy potential and their relative strengths 2. Children with Specific Learning Difficulties (SLD) use effective interventions to achieve their traditional literacy potential as quickly as possible 3. Children achieve their academic potential; supported effectively by capable schools 4. Children achieve their highest learning potential supported by empowered and informed parents <p>SPELD Victoria provides information and services to children, young people and adults with SLD and those who care for, teach and work with them.</p>
Secondary Objective	<ul style="list-style-type: none"> • Using SPELD Vic's CRM (Salesforce) track and analyze our results • Prepare SPELD Victoria's annual Marketing Plans drawing on relevant market research • Support fundraising initiatives • Prepare relevant plans and reports for Committee consideration to support the above.
Position Responsibilities	
<p>Educational Events:</p> <ul style="list-style-type: none"> • With program direction from the Specialist Education Consultant, design, publish & promote an annual calendar of educational initiatives including, parent workshops, professional development seminars, webcasts, conferences, symposia and forums. • Undertake all administrative planning, organisation and delivery processes for all Educational Workshops and Events (for Members and Stakeholders) across SPELD Vic, including venue bookings, AV, catering and accommodation for visiting Presenters. 	

- Proactively promote and market educational programs to ensure high rates of participation and satisfaction whilst ensuring income targets are achieved.
- Develop new educational initiatives and programs designed to benefit Members, and generate income for SPELD Vic.
- Provide support to facilitators / presenters engaged by SPELD Vic. to deliver educational content to teachers, allied health professionals and parents
- Prepare relevant evaluation reports on educational events and initiatives.
- Support the delivery of income-generating activities, including but not limited to – fundraising campaigns, fee-for-service Member activities & sector development initiatives.

Marketing:

- Proactively promote SPELD Vic. generally, and its educational programs more specifically by delivering initiatives outlined in the annual Marketing Plan. Activities will include, but may not be limited to:
 - Production of regular EDM campaigns & newsletters (Campaign Monitor)
 - Social Media communications (Facebook, Twitter, YouTube & occasional blogs)
 - SPELD Vic. website updates and initiatives
 - Media release production and distribution
- Act as the internal 'subject matter specialist' for all areas of SPELD Vic's digital platforms and software
- Source and develop relevant materials for inclusion within SPELD Vic. member and stakeholder communications (both printed & electronic)
- Create and produce relevant promotional material, including for educational resources.
- Using SPELD Vic's CRM (Salesforce) track and analyze our results
- Prepare the development of SPELD Victoria's annual Marketing Plans drawing on relevant market research and in consultation with the Communications Committee
- Prepare relevant reports for Committee consideration.
- Attend the quarterly Communications/PR Sub-Committee Meetings.

Income Generation:

- Support the implementation of fundraising initiatives as outlined in the annual Fundraising Plan. Activities will include, but may not be limited to:
 - Fundraising events
 - Digital & direct mail campaigns using Campaign Monitor

Administration & Organisational Support

- Undertake other administrative and organisational duties as required.

Self-management

- Managing own self and identifying when and how you need support to have a balanced and engaged work life.
- Take responsibility for own learning and continuous improvement.

<p>Key Performance Indicators</p> <p>This position supports outcomes against all SPELD’s goals in direct and indirect ways. So success will be measured against your contribution to our goals which are:</p> <p><i>Engagement:</i> A collaborative work ethos that produces mutual gains for members, stakeholders and SPELD Victoria.</p> <p><i>Enablement:</i> Feeling able to achieve learning potential and navigate whatever life throws at you</p> <p><i>Excellence:</i> A gold standard of efficient effectiveness.</p>
<p>Selection Criteria</p> <p><u>Essential:</u></p> <ul style="list-style-type: none"> • Demonstrated experience in event planning and delivery • Excellent and effective communication and stakeholder management skills. • Website Management Skills (preference for WordPress) and integration with other online tools • Experience in using CRM systems (preferably Salesforce) • Ability to drive social media (Facebook, Twitter) campaigns and manage SPELDs Social Media Channels effectively • Ability to track and demonstrate market research findings from events and social media channels • Sound report writings skills including experience in developing marketing plans <p><u>Desirable:</u></p> <ul style="list-style-type: none"> • Tertiary qualification in marketing, communications or media • General knowledge of the Victorian education sector and Specific Learning Difficulties like Dyslexia • Effective design skills
<p>Other Information</p> <ul style="list-style-type: none"> • This is a full-time position of 38 hours per week worked over five days to be agreed. Saturday may be one of these days. • Hours will generally be 9.00 – 5.00 but may be negotiated at times with the CEO due to organisational demands. • The position will involve some limited after hours and regional travel. • Appointment Pre-requisites: 1) current Working With Children (WWC) Check, 2) Police Check; 3) willingness to sign the Code of Conduct • SPELD Victoria is an equal opportunity organisation. • SPELD Victoria is a non-smoking environment.

Employee Signature		Date	
Manager Signature		Date	

Office use only

CODE	ISSUE #	STATUS	PERSON RESPONSIBLE
FO053	02	DRAFT	CEO
CREATE DATE	LAST UPDATED DATE	REVISION DUE DATE	
27/09/2016	4/2/2019	4/2/2020	CEO