



# Part-Time Marketing Officer – Wild Gravel Event

Position Description

## **POSITION DESCRIPTION**

<b>1. POSITION DETAILS</b>	
<b>Position:</b>	Part-Time Marketing Officer – Wild Gravel Event
<b>Directorate:</b>	Community & Economic Development
<b>Department:</b>	Community & Economic Development
<b>Position classification:</b>	Local Government Industry Award 2020 Level
<b>Employment type:</b>	Fixed Term Part Time
<b>Location:</b>	Shire Administration Office
<b>Responsible to:</b>	Community & Economic Development Manager
<b>Oversight of:</b>	N/A
<b>Internal and External Liaison:</b>	
Internal	Shire staff and Councillors
External	Contractors Government Agencies Community stakeholders
<b>2. POSITION SUMMARY</b>	
<p>The Shire of Gnowangerup is seeking an enthusiastic and creative Marketing Officer to support the promotion and delivery of the Wild Gravel cycling event. This role will focus on increasing event awareness, promoting visitor engagement, supporting sponsorship and community messaging, and assisting with digital and media communications.</p> <p>The successful applicant will work closely with Shire staff, event organisers, local businesses and community stakeholders to help showcase the event and the region. Remote working is a possibility.</p> <p><b>Employment Details</b></p> <ul style="list-style-type: none"> <li>• Approximately 10 hours per week, with flexibility around workload and event timing</li> <li>• Some evening or weekend work may be required around event activities</li> <li>• Duration and employment conditions to be negotiated with the successful applicant.</li> </ul>	
<b>3. KEY DUTIES/RESPONSIBILITIES</b>	
<ul style="list-style-type: none"> <li>• Develop and implement marketing and promotional activities for the Wild Gravel event</li> <li>• Manage social media content and scheduling across relevant platforms</li> <li>• Assist with the creation of digital and print promotional materials</li> <li>• Coordinate media releases, advertising and stakeholder communications</li> <li>• Support sponsor promotion and community engagement activities</li> <li>• Capture and share event stories, imagery and visitor experiences</li> <li>• Maintain event marketing calendars and communication schedules</li> <li>• Assist with website and online event content updates</li> </ul>	
<b>4. POSITION REQUIREMENTS</b>	
<p><b>Essential</b></p> <ul style="list-style-type: none"> <li>• Experience in marketing, communications, event promotion or a related field</li> <li>• Strong social media and digital marketing skills</li> <li>• Excellent written and verbal communication abilities</li> <li>• Ability to work independently and manage competing priorities</li> <li>• Strong organisational skills and attention to detail</li> </ul>	

- Ability to work collaboratively with community groups, businesses and stakeholders

**Desirable**

- Experience working within sporting, tourism or event environments
- Marketing degree or working towards a degree in the subject area
- Knowledge of gravel cycling culture, running or cycling events
- Graphic design, photography or content creation skills
- Experience promoting regional tourism or community events

**5. EXTENT OF AUTHORITY**

- The extent of authority for the position is in accordance with Council policies, procedures and delegations.
- Work outcomes monitored, and role subject to key performance indicators

**6. WORK HEALTH AND SAFETY**

- Work with care for their own health and safety and that of others
- Participate in training
- Report hazard and incidents to Manager
- Follow all reasonable policies and procedures

**7. POLICE CLEARANCE**

All employees are required to provide a Police Clearance that is no older than three months. The cost of obtaining a Police Clearance will be reimbursed by the Shire upon provision of receipt.

**Approved by the Chief Executive Officer**

**Date:** \_\_\_\_ / \_\_\_\_ / \_\_\_\_\_