

# EVENT SOCIAL MEDIA COORDINATOR

(POSITION #TBD)

VENUES WEST

<b>AWARD CLASSIFICATION</b>	VWGA Level 5	<b>ANZSCO</b>	225113
<b>DIRECTORATE</b>	Commercial	<b>BRANCH</b>	Marketing
<b>LINE MANAGER</b>	Marketing Manager RAC	<b>DIRECT REPORTS</b>	Nil
<b>SPECIAL CONDITIONS</b>	Availability to work weekends, public holidays and out of hours to meet event requirements.		

## ABOUT THE VENUESWEST WAY

It is our system of defining and measuring our culture and sets the expectation on how we engage, improve, support and challenge one another to be the safest and best we can be – as individuals and a collective. Our signature behaviours are:



*We champion dreams*



*We deliver safely*



*Together we win*



*We act like owners*



*We celebrate success*

## ABOUT THE DIRECTORATE

The Commercial Directorate is responsible for maximising commercial outcomes across VenuesWest's self-managed venues through commercial sales, event development and procurement, management of commercial contracts, marketing and ticketing services, and the development of partnership and sponsorship arrangements. The Directorate also leads collaboration with partner and co-managed venues, where required, to leverage commercial opportunities and drive whole-of-portfolio outcomes.

## ABOUT THE ROLE

The Event Social Media Coordinator is responsible for maintaining RAC Arena's communication channels, including social media platforms and the website, ensuring content is current, engaging, and aligned with the venue's brand. It involves identifying and delivering opportunities to promote the venue, its partners, and events through creative content and campaigns, while also supporting the Marketing Manager in the development and implementation of marketing, communications, and advertising plans and strategies.

## ROLE RESPONSIBILITIES

*VenuesWest is committed to Equal Employment Opportunity (EEO) and diversity in the workplace and providing a safe and inclusive environment for workers and patrons. We will perform all duties and responsibilities in a manner and behaviour consistent with EEO and Work Health & Safety legislation, VenuesWest's Code of Conduct, the VenuesWest Way and other relevant Policies/Procedures and legislation.*

## MARKETING & SOCIAL MEDIA

- Assists in the day-to-day management and monitoring of RAC Arena's social channels.
- Develops and fosters relationships with online community to create positive and consistent brand experiences.

- Develops and maintains RAC Arena's websites, ensuring all social media messages and posts requiring response are responded to in a reasonable timeframe.
- Assists in the development of RAC Arena's marketing plan and digital marketing strategy to successfully promote the venue, its partners, and events.
- Creates and executes digital campaigns within budget to help promote the Arena's products and services in consultation with the Marketing Manager RAC.
- Assists the Marketing Manager in planning, creating and scheduling online content.
- Sources and produces quality relevant and engaging content in line with relevant policies and brand guidelines.
- Works with external website agency when required.
- Assists in the planning, coordination, and implementation of RAC Arena's internal and external communication plans.
- Maintains up to date awareness and knowledge of new technologies, platforms and trends across print, digital, social media landscapes and provide recommendations.

## **COMMUNICATION**

- Supports the Marketing Manager, and General Manager RAC Arena in the delivery of the RAC Arena's crisis communication plan.
- Provides administrative support for the coordination and escalation of media enquiries in accordance with the Media and Communications Management Policy
- Participates in regular run-through of the venue's crisis communications plan.

## **ADMINISTRATION**

- Tracks and reports on all online activity.
- Tracks customer enquiries and complaint trends and coordinates with the venue team for continual improvement.
- Measures the success of marketing initiatives.
- Coordinates with stakeholders to deliver quality customer service and support.
- Ensures RAC Arena's events are listed in relevant online directories.

## **WORKPLACE SAFETY AND HEALTH**

- Contribute to delivery of a safe workplace by participating in training and awareness building activities, reporting incidents and hazards, and proactively working to support safe workplace practices.
- I take care to protect my own safety and health at work, and that of others by co-operating with all VenuesWest policies and procedures and complying with all applicable work health and safety laws.

## **OTHER**

- Complies with all Government legislation, Codes, Standards, and statutory obligations and VenuesWest policies and procedures.
- Other related duties, as directed.

## **ROLE REQUIREMENTS**

The following capabilities are to be addressed in context of the responsibilities of the role.

### **ESSENTIAL**

1. Previous experience in providing marketing support and administrative assistance in a commercial environment.
2. Supports shared purpose by understanding organisational objectives, how they relate to the role and makes recommendations for improvements.
3. Organises work to reflect changes in priority; Maintains accurate records and files; Sees tasks through to successful completion.

4. Builds and maintains relationships by keeping clients and colleagues informed, managing progress and responding to changes in client needs; Responds to diverse experiences and takes responsibility for delivering customer service.
5. Exemplifies personal integrity and self-awareness by adhering to the VenuesWest Way and Code of Conduct; Provides accurate information; Stays calm under pressure and ensures work is finalised.
6. Communicates clearly both orally and in writing; Listens to, understands and adapts communication styles to the audience.

#### DESIRABLE

1. Previous marketing experience in sport, recreation, or entertainment environment.
2. Experience supporting incident response or crisis management teams, including the coordination and communication of approved crisis correspondence.
3. Tertiary qualifications in Marketing or related discipline.

#### QUALIFICATIONS / CERTIFICATIONS

##### DESIRABLE

- Possession of, or progression towards, a tertiary qualification in Marketing.

#### POSITION CONDITIONS AND ELIGIBILITY

Appointment to this position is conditional upon:

- Providing evidence of 'Right to Work' in Australia
- Providing evidence of a National Police Clearance (dated within 12 months)

#### CERTIFICATION

The details contained in this document are an accurate statement of the duties, responsibilities and other requirements of the position.

**Peter Bauchop**  
Chief Operating Officer



**Date JDF Approved**

14/4/26