WA TRIATHLON

POSITION DESCRIPTION

Position Title:	**Marketing and Communications Coordinator - Events**		
Reports to:	Event and Commercial Manager	**Direct Reports:**	Nil
Location/s:	Triathlon WA Office – Floreat		
Employment Status:	Full time – Fixed Term - Maternity Leave (Nov 2026 – June 30, 2027)		
Salary Package	$60,000 - $70,000 + Super		
EmploymentConditions	Triathlon WA's office hours are Monday – Friday, 9:00am – 5:00pm. Staff are employed in accordance with the terms and conditions outlined in their contracts. Weekend and evening work will be required, due to the nature of the sporting industry.		
About Us	Triathlon WA (TWA) is a not for profit, member-based organisation that is governed by a volunteer Board of Directors. TWA is the peak sporting body for triathlon and multisport in Western Australia and is affiliated with AusTriathlon. TWA's vision is to create a happier, healthier and more connected community through triathlon and multisport experiences.		

Our Expectations

The Marketing and Communications Coordinator – Events promotes the sport of triathlon to encourage every body to give it a go, through:

- Calendar of sanctioned events
- Clubs
- Coaching
- Officiating
- Junior development
- High performance

The role also delivers the marketing plans for the current TWA event portfolio, including:

- Busselton Festival of Triathlon (BFoT)
- Every Women Triathlon (EWT)
- Triathlon WA Annual Awards
- TWA State Championship/State Series events and Triathlete of the Year;

The role also contributes to the TWA, BFoT and EWT brands and associated collateral.

Your contribution to our workplace culture is;

- Be committed to displaying behaviours consistent with Triathlon WA's values by being;
  - Engaged
  - Proactive
  - Accountable
  - Inclusive.

At all-times, contribute to a safe and healthy workplace and embrace learning and development.

KEY RESPONSIBILITIES	
Accountabilities	**Overview of Tasks**
Marketing	• Design and implement marketing strategies as directed by the Event and Commercial Manager to grow participation and membership; • Develop and deliver social media content management plans to promote the sport and events across digital media, utilising posts, reels and stories: ▪ TWA – website news, Facebook, Instagram, LinkedIn ▪ BFOT – Facebook, Instagram, Tiktok, event app ▪ EWT – Facebook, Instagram • Support the implementation of annual marketing plans for Busselton Festival of Triathlon and Every Woman Triathlon, incorporating digital, print, billboard and radio • Review and update all websites regularly to ensure currency of information, documents and links • Coordinate with photographers, graphic designers and other suppliers to ensure suitable content for each platform • Monitor triathlon coverage in the media and share where relevant
Brand Development	• Develop collateral to support marketing initiatives including signage, posters, brochures, fliers, social media tiles, merchandise • Ensure compliance with branding guidelines for TWA and events • Represent and build the profile of TWA at local events
Communications	• Prepare key event information for competitors (athlete guides, event videos, commemorative handbooks) • Lead the content plans and distribution of TWA eNewsletter to members, event participants, coaches and officials in consultation with relevant staff • Liaise with TWA and event ambassadors (where they exist) to maximise reach and ensure consistency of messaging • Contribute to coordination of TWA annual report • Produce presentation materials for TWA events, specifically, Annual Awards function, AGM, • Produce and distribute media releases when appropriate • Write race reports for state championship and state series events
Administration & Systems	• Set up online event registration systems for TWA events and liaise with registration platform personnel when required • Provide regular event registration reports to management, as required, tracking week to week, and year on year • Provide assistance with post event reporting (internal and external) • Assist in preparation of grant applications and acquittals for event funding and sponsorship agreement • Conduct market research, membership feedback and event satisfaction to enhance service delivery • Maintain a database of media contacts in Perth and the south west of WA • Submit nominations for awards categories as required • Ensure compliance with TWA policies, guidelines and procedures • Coordinate race pack collation for TWA events
Other duties	• Attend meetings and represent Triathlon WA with stakeholders as required • Any other duties within the employee's capabilities and which is fair and reasonable to expect the employee to undertake as directed by the Event and Commercial Manager and or the TWA CEO from time to time.

CANDIDATE PROFILE	IDEAL	NICE TO HAVE
YOUR EXPERIENCE		
Marketing and event plan delivery within sporting sector	✓	
Tertiary qualification(s) in a relevant discipline such as marketing, communications or public relations, or equivalent experience	✓	
Highly competent in MS Office – Word, Excel, Powerpoint	✓	
Highly competent with social media platforms, including Facebook, Instagram, LinkedIn, Hootsuite	✓	
Experience in website editing	✓	
Graphic design and photo editing skills		✓
ABOUT YOU		
An ability to communicate information in a clear and concise manner	✓	
Ability to prioritise tasks to meet daily, weekly, monthly and annual targets	✓	
Honest, reliable and disciplined	✓	
Meticulous in presentation of work with particular attention to detail	✓	
A solution orientated problem solver with a proactive approach and proven initiative	✓	
Works well under pressure	✓	
Must hold (or willing to obtain) a current Police Check and Working with Children Check, current drivers licence	✓	