



LIVEABLE, LOVEABLE Werribee!

Project Officer - Campaign Coordinator

Werribee Business & Tourism Association (WBTA) is a membership-based organisation lead by a volunteer board of management that supports and advocates for the interests of Werribee and surrounds, with a particular focus on the city centre and working strategically with local government and other critical partners.

The WBTA Board is seeking to engage an enthusiastic and outgoing Campaign Coordinator to manage a new project with clear outcomes. The intention that this one-off project will lead to the creation of ongoing work, and a future Executive Officer for the organisation.

Key outcomes of the role

Admin

- Grow the membership of the WBTA
- Assess and improve members benefits and welcoming pack
- Undertake marketing activities for the members
- Introduce new marketing channels, collateral and campaigns

Financial

- Prepare grant funding applications to assist project outcomes
- Undertake business planning for project succession
- Identify opportunities for fee-for-service programming
- Maintain accurate records and budgetary controls
- Use local suppliers and contractors

Relationships

- Be a contact point for the WBTA
- Build relationships with businesses and community services
- Build a database of creatives and contacts for future project developments
- Make submissions and advocate for local improvements with State, Federal and Local government and other stakeholders
- Assist in creating inclusivity and respectfulness into WBTA events and activations, extending to Traditional Owners

Planning and delivery

- Design and develop innovative event activations / campaigns to drive sales, engagement and collaborations – approximately monthly x 4-5.
- Be a support for the WBTA General Meetings
- Assess opportunities for additional projects and grant funding opportunities
- Undertake surveys and consultations to assess project delivery and improvements

The Position

We are seeking an outgoing person, with passion and skills in building relationships, marketing expertise, project management and in working as a sole trader, with own computer/phone and ABN to work 10 hours a week for 6-7 months.

Our ideal candidate will be able to commence late July, early August, and have local knowledge and networks.

For further details about the Campaign Coordinator role, contact
Deborah Dickinson – WBTA Chairperson
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For further details please check out our
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