

NATIONAL MARKETING & EVENTS DIRECTOR

About Out for Australia

Our Organisation

Out for Australia (**OFA**) is an organisation that empowers LGBTQIA+ people to thrive at work in the formative stages of their careers. Since we were established in 2013, we have been known for running Australia's largest career LGBTQIA+ mentoring program, having supported over 3000 people through the program. We run regular events around the country, including our annual 30 Under 30 Awards, we share and amplify our community's stories, and we connect our community together.

Our People

The OFA team are mostly volunteers, working tirelessly to empower LGBTQIA+ people in the formative stages of their careers across Australia. We are a diverse mix of tertiary students, people in the early stages of their careers, and those more established. We come from a broad range of career, industry and educational backgrounds. Anyone who is willing to work hard and make a contribution to OFA is welcome on our team, including allies. We provide a unique opportunity for people to take up leadership positions to support our LGBTQIA+ community.

Position Description

Team:	You will be part of two teams: <ul style="list-style-type: none"> Marketing State Team, based on your home state/territory 		
Reporting to:	You will have two leaders: <ul style="list-style-type: none"> Polly Parker (primary leader) {Heather Preston} (secondary leader) 	Direct reports:	TBC
Time required:	6 – 8 hours per week		

Purpose

Out For AUSTRALIA

This role is designed to enhance communication to streamline marketing efforts and provide crucial support to both the State Directors and the Business Development team. The National Marketing & Communications Manager will play a pivotal role in fostering collaboration and ensuring the successful execution of marketing initiatives across the organisation.

Responsibilities

You will be responsible for:

- **Liaison and Support for State Directors (40%):**
 - Act as a central point of contact for all State Directors, providing support and coordination for events and communications.
 - Ensure seamless communication and collaboration between the National Office and State Directors.
 - Work with the Digital Marketing Manager to ensure that all digital communications and promotions of events are completed on time.
 - Provide reporting back to State Directors and Grassroots team.
- **Support for Business Development Team (30%):**
 - Collaborate closely with the Business Development team, offering assistance in organising events, managing sponsorships, and identifying growth opportunities.
 - Facilitate effective communication channels between the Marketing & Communications department and Business Development.
 - Work with the Media and Communications Director to find alignment between any key projects (hero content pieces) and upcoming Business Development events, sponsorships and opportunities for growth.
 - Work with the Digital Marketing Manager to promote Business Development Team opportunities.
- **Support for National Conference and OFA Represented Events (10%):**
 - Assist in the planning and execution of the National Conference and other events where OFA is represented.
 - Coordinate the participation of key figures, such as the CEO, in panels and discussions. This can also include coordinating with the Digital Marketing Manager for the promotion of events.
- **Key Marketing Lead for 30u30 (10%):**
 - Take a lead role in the marketing activities related to the 30u30 initiative, ensuring visibility and engagement.
- **General volunteer expectations (10%)**
 - Undertake an OFA volunteer induction and role onboarding.
 - Understand and implement OFA's strategy, vision and mission.

Last updated September 2023

Out For AUSTRALIA

- Uphold our volunteer code of conduct.
- Assist with initiatives as required.

Key skills and experience

We Require

- Passion for supporting LGBTQIA+ young people to be their authentic selves at work.
- A positive, 'can-do' attitude with a willingness to learn and upskill.
- Sound interpersonal communication skills.
- The ability to adapt to different people working styles for harmonious collaboration.
- Effective time management, highly reliable and sufficient time to volunteer with OFA.

We Desire

- Proficient in G-Suite Tools (Google Docs, Google Sheets, Google Calendar).
- Exceptional organisational skills and a passion for effective processes.
- Excellent written communication skills with a keen eye for detail.
- Someone who is an active listener, with the ability to adapt and consider new ideas and ways of working.
- Experience working with multiple stakeholder teams to deliver end-to-end marketing campaigns, focussing on events and activations
- Experience working Canva to design Marketing Assets (invitations, socials posts)
- Event Management experience.

What you will get out of your role

- Give back to your community and support LGBTQIA+ people in the formative stages of their careers to be their authentic selves in the workplace.
- Ongoing learning and development opportunities, and both formal and informal mentoring, for all volunteers.
- The opportunity to meet a wide variety of people within the community and to forge genuine connections.
- Gain experience in event management
- Gain experience leading a key strategic priority for a national not-for-profit organisation.
- Develop and practise your leadership skills in a supportive and empowering environment.

Out For AUSTRALIA

How to apply

To apply, you should email cmo@outforaustralia.org, copying recruitment@outforaustralia.org and attaching the following:

- Cover letter of no more than one page or an audio/video recording of no more than five minutes
- Current resume/CV.
- Any other relevant supporting information that will assist in your application.

Please use the Email Subject: Application - [National Marketing & Events Director] (Your Name)

If you have any accessibility or other needs, we invite you to get in touch so that we can discuss the best way for you to submit an application. Please also let us know your preferred method of communication – we will default to email unless we hear otherwise.

If you have any questions about the role, please contact cmo@outforaustralia.org.

[Applications accepted on a rolling basis until filled.]