



POSITION DESCRIPTION

July 2010

POSITION: ORGANISER – VICTORIA (part time, 2 year contract)

DIVISION: MARKETING AND BUSINESS DEVELOPMENT

Organisational environment

The Marketing and Business Development Division is responsible for building and maintaining a positive profile of Union Shopper with Qld and interstate Unions. Its main role is to increase the visibility of Union Shopper to current and potential members by promoting the benefits of using Union Shopper, and indirectly contribute to the organisation's goal of increasing member usage of the service.

Division structure

This position reports to the Marketing & Business Development Manager. Other divisional roles reporting to this manager include;

- Marketing & Business Development Officer,
- Marketing Co-ordinator,
- Business Development Officer x 2, and
- NSW Marketing & Communications Officer.

Key objectives of the role

This position is primarily responsible for representing Union Shopper to Victorian Unions through attending meetings and conferences and by producing supporting material for the role.

- Increasing awareness of and promotion of the benefits of using Union Shopper to Union members at union meetings and conferences.
- Providing a Union Shopper presence at Union member meetings as an additional method of distributing Union Shopper information and material.
- Building effective relationships with a network of Union contacts.

Key responsibilities / duties

Presentations

- Planning, organising and giving presentations to Union members at union meetings and conferences.
- Representing Union Shopper at Union Shopper sponsored activities.
- Conducting any follow-up required from meetings/conferences.
- Obtaining member testimonials for the marketing purposes.
- Organising competitions/prizes for conferences, etc, as well as liaising with winners.

Networking

Build effective relationships with Union network contacts by:

- Maintaining regular contact and networking.
- Proactively developing new union contacts.
- Maintain and update database of union contacts.

Information gathering

Build and maintain information on union communication channels with members

- Updating and maintaining contact lists of relevant staff at each Union.
- Developing and maintaining regular schedule of union journal and newsletter publication dates and contacts, negotiate favourable advertising rates.
- Contributing to Union Shopper database of Victorian union websites.
- Maintaining calendars of union member meetings, training and conferences.
- Obtaining new names for e-newsletter database.
- Identifying ongoing opportunities for Union Shopper representation at union meetings and conferences.
- Proactively sourcing new opportunities for Union Shopper representation at union meetings and conferences.
- Maintain a record of spending for Union gatherings.
- Develop and maintain relationships with other Union service providers, so we can exchange ideas and invitations.

Publications

- Providing assistance in writing/preparing/producing promotional material as required.
- Assisting in the production of other publications as required.
- Assisting in the production of adverts and copy for union journals.

Reports

- Producing reports and providing feedback to Marketing and Business Development Manager on meetings and conferences.
- Producing a summary monthly activity report.
- Producing a summary report of Victorian union publications quarterly.
- Producing a summary report on all expenditure monthly.
- Producing miscellaneous reports relevant to the Marketing and Business Development Division as required.
- Keep records of distribution of promotional goods.

Administration and General

- Providing administrative support to the Marketing and Business Development Manager as required.
- Providing Delegate kits and Union Shopper material for union meetings. This includes the production of the delegate kits - producing, photocopying, folding, collating, packaging.

Skills & Knowledge

This position requires the need to be confident speaking to large groups of people from varied backgrounds and in different locations. Good presentation, public speaking and social skills are essential.

- Ability to pro-actively develop and maintain effective relationships with union representatives.
- Ability to handle member complaints/union issues with sensitivity and confidentiality.
- Good interpersonal skills/ability to work co-operatively with people from all walks of life.
- Strong organisational and time management skills.
- Ability to adapt to changing environment and workloads.
- Demonstrate initiative/be proactive in undertaking activities of responsibility with minimal guidance and proactively value-add to the Communication Division.
- Strong oral and written communication skills.
- Desk-top publishing skills are desirable, but not essential.
- Familiarity with Excel is desirable.
- Editing skills to proof-read advertisements and other documentation.
- Knowledge of, and understanding about the Union movement.

Special requirements

- Current driver's licence
- Travel throughout regional Victoria may be required.
- While the role is primarily Victorian based, some interstate travel may be required.