

Position Description

Engagement Officer

Permanent – Full Time

Position objective:

The key role of the Engagement Officer is to twofold:

1. to ensure WAM is offering and delivering the best possible service to its membership and the WA music sector, through membership programs and the generation of appropriate content that engages with and benefits a broad range of stakeholders; and
2. support and advance WAM's endeavours to deliver a full range of event activity emanating from our own projects or via external events.

Duties & responsibilities:

Membership

- ▶ Oversee the administration of WAM's membership – including developing strategies and activities around better servicing members and driving membership growth.
- ▶ Be first point of call for all membership inquiries.
- ▶ Understand and investigate options to better structure WAM's membership and work with Board and CEO to implement changes that generate a better outcome.

Content (shared responsibility with WAM's Communications Officer)

- ▶ Develop – with the Communications Officer and CEO – a content strategy that best services the needs of WAM's membership across the state and best benefits the WA music sector.
- ▶ Take responsibility for generating content – in collaboration with the Communications Officer – with a focus on celebrating WA music and providing intelligence, knowledge and learning opportunities for WAM's membership and the WA music sector.
- ▶ Understand and manage the technical, hardware and software requirements as well and the logistics involved in content generation and carriage via WAM's media channels.

Project management support

- ▶ Manage, promote and grow WAM's external event activity (such as State of the Art and fee-for-service engagements).
- ▶ Support WAM project officers in their major event delivery where possible and appropriate.

Other

- ▶ Represent the organisation at various community and/ or business meetings as requested from time to time.
- ▶ Assist in systems troubleshooting where appropriate.
- ▶ Other duties as required by the CEO from time to time.

Key relationships:

external: The broader WA music industry; regional musicians and their communities; WAM's sponsors and funders, and potential sponsors and funders.

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- internal:* CEO; Communications Officer; all WAM staff, Board members, contractors, volunteers and members.
- reports to:* General Manager
- reporting:* Interns and volunteers

Required skills & attributes:

- ▶ Excellent communication skills including phone, verbal, written and interpersonal.
- ▶ Highly competent systems and applications skills, including: Adobe Creative Suite (for Mac) MS Office, and database (Asana) management. As well as a sound knowledge of other Mac platforms and web-based applications
- ▶ Demonstrated experience in digital content and distribution, including use of various forms of technology and hardware for the creation, review and edit of digital content both internally and externally generated.
- ▶ Analytical, research and practical problem-solving skills that can be applied to both day to day tasks, and to strategic projects.
- ▶ Ability to work in an office situation with conflicting priorities and personalities; with concurrent projects and varying deadlines, both in a team environment and unsupervised.
- ▶ Very good understanding of the WA contemporary music scene and the issues therein.

Key performance indicators:

The performance of all WAM staff members will be reviewed annually. This review will be carried out based on how well you have met the Duties and Responsibilities contained within this Position Description, key performance indicators (KPIs) forming part of your annual work plan and KPIs contained within individual project plans.

The following are generic KPIs that all staff are required to adhere to:

- ▶ contribution to project, staff and any other meetings
- ▶ timeliness of response to workplace issues or requirements that come about from time to time
- ▶ workplace manner and interactions with co-workers and other stakeholders
- ▶ timely planning and reporting

Special conditions:

All WAM staff are expected to manage their own times and workloads. WAM staff are paid above award rates to offset their being required to work evenings, weekends and out of standard business hours from time to time.

The CEO may at his/her discretion approve time in lieu or offer additional leave days, to offset additional hours worked, where time and workload management by individual staff may not balance out the additional hours worked. Time in lieu must be approved in advance of the work undertaken.

Salary:

As per Contract of Employment. Annual CPI rises are at the discretion of the CEO and will be based on review of performance over the preceding 12 months.