

POSITION DESCRIPTION

POSITION SUMMARY

Position Title	BUSINESS RELATIONS & ENGAGEMENT COORDINATOR
Location	Port Augusta
Reporting	Report directly to the Chairperson / Delegate of Business Port Augusta Casual Position: Competitive casual salary based on skills and experience.
Position is open to	Sub-contractor: Open to individuals with an ABN, appropriate public liability, and private indemnity insurance.
Hours Of Work	10 to 25 hours per week, depending on workload and seasonal demands. Flexibility required to meet target KPIs, including occasional work outside standard business hours.
Contract Duration	Initial 12-month contract with a 3-month probationary period.
Termination	Employment is contingent upon satisfactory quarterly and annual performance evaluations, as well as the availability of funding

BUSINESS PORT AUGUSTA

Business Port Augusta serves as the proactive voice of business in Port Augusta, acting as the leading Chamber of Commerce and Industry.

Our mission is to cultivate a thriving business community by providing networking opportunities, fostering partnerships with key stakeholders, and advocating for local business interests.

We are committed to growth, support, vision, business enthusiasm, focus, and active engagement.

ABOUT THE ROLE (INITIAL 12-MONTH TERM)

As the Business Relations & Engagement Coordinator for Business Port Augusta, your primary goal is to enhance our visibility and drive growth. You will implement dynamic strategies to showcase our organisation, attract new members, and engage existing ones. This entails planning key events, networking meetups, and workshops – all designed to strengthen our local business network.

You will oversee our online presence, ensuring our social media content resonates with our target audience and positions us as a key business influencer in the region.

Your role involves actively engaging with local businesses, fostering a vibrant business community, and collaborating with the Port Augusta City Council and Regional Development Australia Far North to support regional initiatives.

Through close collaboration with Business SA and other key stakeholders, you'll help expand our reach and achieve membership objectives, providing support for marketing, events, and membership tasks.

Your role in our membership drive will include conducting in-person meetings with business owners. These interactions are pivotal for building relationships, understanding member needs, and advocating the benefits of joining our organisation. Your contributions will significantly foster a thriving business community in the region.

Document	Version	Next Review
Marketing & Business Community Manager Position Description	1.4	1 April 2025

KEY RESPONSIBILITIES

MEMBERSHIP:

1. Engaging Member Businesses:

- Actively represent Business Port Augusta to engage and support member businesses.
- Conduct an annual membership drive, deliver benefits, and maintain the membership database.
- Contribute content for monthly member e-newsletter.
- Monitor and evaluate engagement strategies, providing regular reports to the Board on progress towards strategic objectives.

2. Membership Growth:

- Develop and implement initiatives to increase the membership base, highlighting the benefits of membership.
- Engage directly with business proprietors to build relationships, understand their needs, and advocate for the value of membership.
- Create retention initiatives to sustain a strong, connected community and deliver ongoing value to members.

EVENT MANAGEMENT:

1. Event Coordination:

- Plan and oversee events, including networking gatherings and educational workshops, to strengthen the local business network.
- Secure sponsorships, manage budgets, and promote events effectively.
- Maintain detailed records of event planning and outcomes.
- Engage with tourism bodies, the council, contractors, and volunteers to ensure the success of each event.
- Ensure high-quality networking event delivery with seamless logistics and positive attendee experiences.

MARKETING:

1. Strategic and Marketing Plan Implementation:

- Execute initiatives from the Strategic Plan 2024-2027 in alignment with the organisation's goals.
- Develop and execute an actionable marketing framework to support Business Port Augusta's goals and enhance community presence.
- Coordinate and execute promotional activities, including digital marketing, advertising campaigns, and community outreach initiatives.
- Monitor campaign performance metrics, measure ROI, and refine strategies as needed.

2. Stakeholder Engagement:

- Cultivate relationships with local businesses, industry groups, and government entities to advance strategic goals.
- Contribute to the development of strategic partnerships to broaden organisational influence and reach.

3. Business Promotion:

- Oversee the promotion and management of visitor bays at Port Augusta's entry points to showcase current member businesses, increasing visibility to both visitors and locals.
- Coordinate TV and radio advertising campaigns to increase awareness and foot traffic of local businesses and attractions.
- Integrate Shop Local incentives into promotional efforts to encourage local support for member businesses.

Document	Version	Next Review
Marketing & Business Community Manager Position Description	1.4	1 April 2025

4. Digital Marketing Oversight:

- Ensure digital content aligns with strategic and marketing objectives.
- Oversee digital channels to ensure content is consistent with strategic and marketing goals.
- Implement social media strategies to increase community interaction.
- Analyse digital performance metrics and adjust tactics to enhance effectiveness.

SKILLS AND ATTRIBUTES

1. Knowledge of the Port Augusta business landscape, including cultural nuances and economic development initiatives.
2. Ability to contribute to strategic plans and engage diverse stakeholders across various platforms.
3. Aptitude for building and sustaining relationships to grow a dynamic membership base with a focus on community involvement.
4. Experience in event planning, with a focus on logistics, participant engagement, and sponsorship management.
5. Strong interpersonal skills for connecting with a wide range of stakeholders in business and government.
6. Proficiency in digital content management and platforms to optimise online interactions.
7. Proven ability to manage projects or events effectively, with a focus on adapting strategies to achieve desired outcomes.
8. Strong organisational and administrative skills for managing marketing, events, and membership functions.

Document	Version	Next Review
Marketing & Business Community Manager Position Description	1.4	1 April 2025

APPLICATION PROCESS

Thank you for your interest in this opportunity! Please follow the steps below to apply:

Resume:

- Submit a current resume that highlights your relevant skills and experiences.

Cover Letter:

- Provide a cover letter (maximum 2 pages) detailing why your skills and experiences make you an excellent fit for this role.
- Tailor your cover letter to address the specified Skills and Attributes, aligning them with the Key Responsibilities and KPIs.

Submit Application:

- Email your complete application, including your resume and cover letter, to info@businessportaugusta.com.au

For Casual Employee Applicants:

- Indicate your availability and preferred working hours within your cover letter.

For Sub-contractors:

- Include your ABN and confirm that you have the appropriate insurance coverage in your application.

Document	Version	Next Review
Marketing & Business Community Manager Position Description	1.4	1 April 2025