



Role Description

Digital & Marketing Coordinator

Organisation	Sydney WorldPride Limited
Location	Surry Hills, Sydney NSW (WFH during lockdown)
Classification/Grade/Band	Junior level
Term of Employment	Fixed term to end of March 2023
Commencement Date	15 November 2021
Website	www.sydneyworldpride.com

Overview of Sydney WorldPride Ltd

In October 2019, Sydney Gay and Lesbian Mardi Gras (SGLMG) successfully won the rights to host WorldPride in Sydney in 2023 (Event).

WorldPride is an event that promotes lesbian, gay, bisexual, transgender, queer and intersex (LGBTIQ) issues on an international level through parades, festivals and other cultural activities. The inaugural WorldPride was held in Rome in 2000. Cities which have hosted WorldPride since 2000 include Jerusalem, London, Toronto, Madrid, New York, Copenhagen is hosting WorldPride in 2021 and Sydney in 2023.

Sydney WorldPride Ltd is the legal entity established to plan and deliver the Event. The Event is to take place over two weeks in February 2023 and it will coincide with the 50th anniversary of the first Australian Gay Pride Week; the 45th anniversary of the first SGLMG; and the fifth anniversary of Marriage Equality in Australia.

SWP 2023 will be the first WorldPride to be held in the Asia Pacific, and our programs will shine a light on LGBTIQ+ human rights across the region. In addition, First Nations peoples were an integral part of the bid, and they will continue to be front and centre to our WorldPride program.

SWP2023 will build on the success of SGLMG and provide new opportunities to engage more broadly with LGBTIQ+ community groups, bringing new ways of engaging, sharing and working with audiences and participants.

We are looking for experienced, skilled and highly motivated people to join the team to ensure SWP2023 engages, educates and excites audiences, while creating memorable experiences and providing significant benefits to the LGBTIQ+ community in Australia and globally.

Our values are collaboration; openness and transparency; integrity; inclusion; and working for the good of the LGBTIQ+ community / pride movement in Australia, the region and globally.



Primary purpose of the role

The primary purpose of this role is to assist in the development, implementation and on-going management of Sydney WorldPride's digital, marketing and social media campaigns and overall strategies.

Key accountabilities

- Contribute to the development and manage the execution of SWP's social media strategy.
- Develop and execute end-to-end campaigns to attract and acquire new subscribers and grow engagement.
- Develop and implement digital campaigns to drive awareness.
- Work with the team to establish and leverage best-practice inbound marketing.
- Ability to maintain web pages and online resources in a timely manner, taking into consideration factors such as audience, project objectives, best practice and brand identity guidelines
- Utilise data to analyse our databases and campaign results, establishing KPIs and reporting dashboards
- Maintain web pages and online resources in a timely manner, taking into consideration factors such as audience, project objectives, best practice, and brand identity guidelines
- Creation of graphic design briefs.
- Manage SWP's promotional merchandise needs
- Special project duties as assigned by the Head of Marketing, Head of Digital or CEO/CFO.
- Proof-read copy for SWP Marketing and Comms collateral.
- Assist with the management of external SWP Ambassadors and engaged influencers.
- Copy writing for marketing collateral
- Creation and management of image and video asset database
- Coordinate SWP presentations for external audiences
- Liaise with key stakeholders including working closely with Sydney Gay and Lesbian Mardi Gras
- Arrange and coordinate meetings and events.

Reporting line

This role will report to the Head of Marketing.

Role Requirements

- Tertiary qualifications in marketing preferred, but not essential.
- Experience in digital marketing and with SEO, SEM, SEA email journey and automation
- Experience in working with a CMS/WordPress
- Ability to learn and understand CDP platforms and/or to adapt to new or emerging platforms
- Demonstrated experience building and executing email campaigns, including use of marketing automation tools
- Proficient in developing and optimising HTML email (including design and build) highly desirable
- Strong communication skills- both written and verbal, with an ability to write creatively to ensure optimal marketing performance
- Proven interpersonal and internal stakeholder engagement skills
- A belief and commitment to Sydney WorldPride values
- A background or exposure with organisations connected with LGBTIQ+ groups and/or First Nations organisations or events will be hugely beneficial.

If this role sounds like you, please send your CV and a cover letter to careers@sydneyworldpride.com . We're interested in someone with a positive, can-do attitude who wants to play an integral part of a wonderful, once-in-a-lifetime pride event.