



## Role Description

# Marketing Coordinator

<b>Organisation</b>	Sydney WorldPride Limited
<b>Location</b>	Surry Hills, Sydney NSW (WFH during lockdown)
<b>Classification/Grade/Band</b>	Junior level
<b>Term of Employment</b>	Fixed term to end of March 2023
<b>Commencement Date</b>	ASAP
<b>Website</b>	<a href="http://www.sydneyworldpride.com">www.sydneyworldpride.com</a>

## 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 administratively assist the Marketing Team in the development, implementation and on-going management of Sydney WorldPride's event marketing campaigns and strategies. This will involve creating and editing PowerPoint presentations, proofing and testing campaigns, website updates, diary assistance to the Director of Marketing and a host of other related duties. The role is a fixed-term, full time position until the end of March 2023, once the festival has concluded.

## Key accountabilities

- A lot of a PowerPoint requiring a great writer with a great eye! We need your ability to help build strategy documents, reports and pitch packs.
- Methodical proofer and tester (testing everything from EDM links to ticketing)
- Basic website updates
- Lead our digital asset management across video, written and imagery
- Helping plan and deliver marketing and publicity events, including RFQs, invite management, run sheets, travel and
- Managing collateral production and delivery
- Manage department WIP and traffic documentation
- Minor EA duties to Director of Marketing (especially diary assistance)
- Anything the world of major events throws at us!
- Leave cover for Social Media Manager and Content Producer
- Work with the team to establish and leverage best-practice inbound marketing.
- Special project duties as assigned by the Director of Marketing.
- Proof-read copy for SWP Marketing and Comms collateral.
- 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 Director of Marketing.

## What We Need from You:

- 1-2 years' experience in publicity, marketing or events
- Being a quick thinker able to juggle multiple projects on the go
- Being a methodical planner and post-campaign reporter
- An exceptional writer
- Technical skills in Word, PowerPoint and Excel; would be advantageous to also know Mailchimp, WordPress and Google Analytics
- 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](mailto: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.



**SYDNEY  
WORLDPRIDE  
2023**