



# Wagin Agricultural Society Inc.

Wagin | Home of Wagin Woolorama and the Giant Ram

PO Box 241, Wagin WA 6315 | Ph: (08) 98 611 611 | [info@woolorama.com.au](mailto:info@woolorama.com.au) | [www.woolorama.com.au](http://www.woolorama.com.au)

## Position Vacant

### Marketing and Entertainment Coordinator

The Wagin Agricultural Society hosts the Wagin Woolorama, Western Australia's largest rural agricultural show. The community organisation is managed by a Volunteer Committee, Executive Committee and Finance Committee. Located in the South Wheatbelt region the Wagin Woolorama is the biggest event on the Wagin town calendar attracting over 20 000 patrons each year.

We are seeking a part time Marketing and Entertainment Coordinator with creative flair, is self-motivated and well-organised who will advance Woolorama using modern marketing strategy. The successful applicant will be responsible for the promotion and publicity of Woolorama primarily, and the Wagin Agricultural Society secondarily, within all media facets – print, radio, television, third party sites, social media, Woolorama's website, events, etc.

To be successful in this role you will have excellent communication skills, be highly organised, be able to demonstrate strong marketing knowledge and can work alone or as part of a team. Someone who is passionate for regional events and the people who are involved, the applicant will be customer-focused and have good listening skills that can effectively translate and champion initiatives.

If you are interested in this role and would like more information, please contact President Howie Ward 0427 611 339.

If you believe you are the right person for us, please submit your application to President Howie Ward [howie.ward@activ8.net.au](mailto:howie.ward@activ8.net.au)

All applications must include:

- Covering letter that addresses the selection criteria found in the position description. (No more than 2 pages in length)
- Current Resume- no more than 2 pages in length.

Applications close Friday 16 July 2021 5pm.

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## POSITION DESCRIPTION

### WAGIN WOOLORAMA

<b>Position:</b>	<b>Marketing and Entertainment Coordinator</b>
<b>Fixed Term Part Time:</b>	<b>\$18,000 plus Superannuation (9.5%) 450 hours per year</b>
<b>Location:</b>	<b>Flexible arrangements – Office provided at Wagin Recreation Complex</b>
<b>Reports to</b>	<b>President</b>
<b>Supervision of</b>	<b>Approved Temporary Show Staff</b>

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### Position Overview

The objective of this position is to maximize promotion and publicity of Woolorama primarily, and the Wagin Agricultural Society secondarily, within all media facets – print, radio, television, third party sites, social media, Woolorama's web page, events, etc. The position is part-time and is the first point of contact for the media and coordinates the Woolorama Entertainment program. Upon presentation of documentation and receipts, fuel costs may be reimbursed for attendance at promotional/media consultations that have prior Committee (or Executive) approval. We are seeking a creative, self-motivated and well-organised person who will advance Woolorama.

### Key Responsibilities

- Coordinates publicity and promotions for the Society.
- Preparation and implementation of the annual marketing plan
- Produce Marketing content including Press Releases, flyers and digital marketing.
- Coordination of the Woolorama Entertainment Program
- Maintain the Woolorama website
- Promote Wagin Woolorama through external media – print, radio, television and social media
- Coordinates attendance of external media at the show
- Organise and oversee Woolorama's media preview function
- Produce and coordinate the distribution of the Woolorama program
- Compile photographs (catalogued and sorted into sub-folders) for the Society and for future publicity purposes
- Coordinate the Young Rural Ambassador program
- Produce show itineraries for key society representatives
- Be always on the look out for potential sponsors and advise the Committee
- Be sensitive to any and all sponsors, their conditions and needs
- Report and attend monthly meetings of the Wagin Agricultural Society

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## Key Attributes

- Skills
  - Marketing, Advertising and Analytical Skills
  - Excellent time management, prioritisation, and organisational skills; ability to meet deadlines
  - Highly proficient problem-solving skills
  - Strong Customer Service approach
  - Intermediate MS Office Suite skills – Word, Excel, PowerPoint, and Outlook
  - Basic photo editing/ enhancement skills
  - Excellent written and verbal communication skills and computer literacy
- Knowledge
  - Developing knowledge of the Wagin Agricultural Society organisation and function of Wagin Woolorama.
  - Familiar with the Agricultural Show Movement in Western Australia
- Abilities
  - Ability to work in a team and in a collaborative work environment.
  - Able to work independently and show initiative.
  - Ability to effectively translate and champion ideas.
  - Ability to negotiate and maintain a calm demeanor

## Organisational Relationships

- Responsible to the President
- Internal and External liaison
  - Internal
    - Committee
    - Stewards
    - Volunteers
    - Other Staff
  - External
    - Exhibitors
    - Sponsors
    - Judges
    - Advertisers
    - Contractors
    - Patrons

## Duties / Responsibilities

- The Wagin Agricultural Society Inc. (WAS)
  - Attend and provide meaningful written reports to monthly Committee meetings.
  - Oversee the maintenance and updating of Woolorama's website with accurate, relevant and up-to-date information, with pictures, entry forms, dates, media releases and results
  - Produce press releases for the Society as well as the Woolorama event.
  - Keep an accurate database of media activity.
  - Coordinates Rural Ambassador Program
  - Work effectively as a team member

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- Wagin Woolorama
  - Preparation of the annual media budget marketing plan, and present to Committee for approval. Implement approved plan
  - Attend meetings and gathering stories for publicity purposes.
  - Promote Wagin Woolorama – in print, radio, television, social media, flyers, posters, etc.
  - Pursue opportunities to gather statistic and feedback data across functions of the show.
  - Organise and facilitate the Woolorama media preview day.
  - Administer Glenys Gmeiner Media Awards
  - Maintain good working relationships with all external media personnel.
  - Setting an itinerary for WAS roles during the show including Patron, President, Vice President and Rural Ambassador
  - Be aware of the Society's obligations to specific sponsors and enable good acquittals by capturing good pictures for the sponsors and Woolorama.
  - Capture photographic record for sponsorship and future marketing purposes
  - Capture images of key events – e.g. official opening, champions, trophy presentations, unique events or promotions, patron, rural ambassador
  - Work with all external media personnel to showcase the event before, during and after the show
  - Record official media and photographers at the show via verification & ID process
  - Distribute Results catalogue to media.
  - Promote Woolorama's volunteers.
  - Compile an annual report which includes pre-event publicity and advertising.
  - Ensure each of the three Woolorama annual booklets is stored – the Prospectus, the Show Schedule and the Official Program.
  - Maintain electronic records of advertisements, publications, radio interviews, television advertising and news, media contacts, media preview, etc.
- Woolorama Entertainment
  - Liaise with Tradefair Manager to allocate entertainment sites
  - Engage performers and Entertainment providers
  - Provide list of entertainment providers to Tradefair Manager and Finance Officer
  - Prepare sites and monitor activity throughout the show

## Job Outline

- A month by month list of tasks to be accomplished is available from the Secretary – Standard Operating Procedure #7.

## Conditions of Role

- All Staff of the Agricultural Society are to abide by the Society's Constitution, Code of Conduct and policies and procedures.
- Staff of the Society may be co-opted to the committee as part of their role. The purpose of the co-option is to provide advice and answer questions to committee members of matters discussed relating to their role. This position has no voting right on the committee.
- All Staff are to be located at the showgrounds each day from Tuesday before the show until Monday after the show inclusive.

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## Selection Criteria

- Essential
  - Excellent communication skills, written and verbal
  - Demonstrated ability to build and sustain strong working relationships
  - Ability to work with minimal supervision and within a team environment
  - Excellent organisational skills
  - Computer literacy as the majority of dealings are conducted on the internet via email
- Desirable
  - 2 years minimum experience in another marketing, public relations or events role
  - Some knowledge of rural media in our region
  - Familiar with the Agricultural Show Movement in Western Australia
  - Some photographic skills