

## Job Description

**Job Title: Partnerships and Activities Coordinator – Victoria**

**Reporting to: Store Manager**

**Location: Melbourne City store. Hybrid option available.**

**Job Type: Full time**

**Main Duties/Responsibilities:**

- Organise, implement, and manage all in-store and out of store customer focused activities, like:
  - Educational and inspirational presentations, workshops, and special events
  - Group discount special events, e.g., school buying night
- Visit local schools, community groups, businesses and organisations for workshops, presentations, and commercial development
- Identify opportunities for growth in existing and new partnerships with complementary schools, community groups, businesses, and organisations
- Perform such tasks as scoping proposals, negotiating agreements, creating quotations, and raising invoices
- Manage donations and fundraising support for local schools and community groups
- Manage existing and new relationships, and be the key point of contact
- Organise, implement, and manage our volunteer program in the local area, e.g., bushwalking track building and Bushcare.
- Work with the Store Manager, and marketing and digital teams, to develop campaigns that promote the partnership offerings and activations
- Regularly connect with other Partnerships and Activities Coordinators to collaborate, develop, and ensure consistency of work.
- Identify, engage, and support key complimentary locally based community influencers that can further promote the store(s).
- Use your company sponsored LinkedIn premium account to grow your and the company's B2B relationship and profile. In addition, develop leads for commercial and PR partnerships, and promote with engaging content the stores activations, partnerships and other local or national successes and positive changes.
- Utilise and manage the Pro-Club membership program to incentivise key community members/customers who can promote the brand and store in your area.



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- Utilise and manage the Educational Group membership program to develop corporate partnerships with local schools' outdoor education participants.
- At the request of a member of the store management team or on your own initiative, attend to customers requiring service or any other store duty that been requested of you from time to time.
- Work with the Store Manager to ensure all waste and recycling services are up to standard.
- Be flexible with your time. Work on evenings and weekends when the activity and responsibility demand it.

### **Mandatory responsibilities**

- Act in accordance with Paddy Pallin values
- Participant in training and development activities as required
- Follow safe work procedures and identify risks and hazards to ensure the health and safety of yourself and others including employees, contractors, customers and members of the public

### **Skills & Experience**

- 1-year minimum experience in retail sales and customer service
- 1-year minimum experience as an outdoor, adventure travel and/or education professional, group member or volunteer
- Be an active and passionate bushwalker, traveler, climber, and/or trail runner
- Been a member or have been a member of an outdoor, environmental, community and/or school group
- A genuine passion for supporting and being involved in local communities
- An ability to influence and motivate the team in store
- Confidence to grow and maintain relationships
- Creativity to design and deliver workshops and activities
- Ability to be organised, plan events and manage your time effectively
- Strong communication and stakeholder management

### **Performance Goals:**

- Drive meaningful wholesome or brand building partnerships, activities and active participation with local groups and key individuals to a quantity and quality that is acceptable to and agreed by your Store and other Store Managers in your region, and other key stakeholders. The groups and individuals must share our values of conserving our natural heritage and providing positive experiences in a select variety of human powered adventure and outdoor activities.



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- Collaborate prior and then present your regions new year's plans and schedules in November for the year ahead with/to your fellow Partnerships and Activities Coordinators, with/to your Store and other Store Managers in your region, and the Marketing Manager. Provide up-dates on progress every quarter (February, May, August) and when requested. The General and National Sales Managers to be included in the presentations.
- Work to your allocated expense budget, target number of activities and target participant rates to develop and manage your community activities.
- Commercial partnerships average transaction value must work within the acceptable profit margin range and/or set discount for their select customer group and select product categories.
- Meet agreed yearly revenue and profit targets.
- Continue to develop new commercial customer leads, whilst maintaining your existing customer base.
- Respond to customer and partnership enquiries in a timely manner that aims to go beyond their expectations.



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