



ACT Project Officer - TCMF

POSITION TO BE FILLED ASAP

Position available for 10 hours a week until 30 June 2022

Potential to be extended

About us - GetAboutAble is an Australian social enterprise that empowers people with mobility, hearing, vision, and other accessibility needs to participate in travel & leisure activities and helps the travel & leisure sector be more inclusive for people with disability. Our objective is to inspire people with accessibility needs to get out and about.

We are a fun, dynamic and fast-growing team dedicated to making it easier to find information about accessible & inclusive activities through our website [getaboutable.com](https://www.getaboutable.com).

About this position - GetAboutAble is seeking an ACT Project Officer to join our team. Your role would be as the driving force behind the “Canberra: More than inclusive, more than accessible” campaign, which is funded with the support of the ACT government through a Tourism Cooperative Marketing Fund (TCMF) grant. The funding is to extend the reach and conversion rate of the campaign collateral created through last year’s TCMF grant (The existing campaign landing page is at <https://www.getaboutable.com/canberra-tcmf/>).

Your primary role will be to engage with our campaign partners, and to ensure the campaign KPIs are met (or exceeded). This will involve brand development, administering the project’s media spend, as well as working with other GetAboutAble team members to improve the campaign landing page.

The successful applicant will be GetAboutAble’s first point of contact for project activities, so it is important you possess a high level of sales & marketing, customer service, and communication skills, as well as being comfortable working in a virtual team environment. It is important that you demonstrate that you understand and operate effectively in GetAboutAble’s disability-friendly start-up environment.

Project duties -

1. Liaise with Canberra-based tourism businesses to promote Canberra as an accessible & inclusive tourism destination.:
 - a. Work with current campaign partners, and other ACT tourism businesses to improve campaign offerings (e.g. develop package deals)
 - b. Work with other GetAboutAble team members to improve campaign landing page and booking connectivity to the campaign's accommodation partners
 - c. Solicit contracts for marketing and other GetAboutAble services from ACT tourism businesses to participate in future campaigns promoting the ACT as an accessible & inclusive tourism destination
 - d. Seek feedback on and improving the campaign and other GetAboutAble services
2. Suggest new leads and other growth opportunities for the campaign and GetAboutAble more generally
3. Contribute to GetAboutAble's sales strategy development
4. Work proactively and constructively in GetAboutAble's disability-friendly start-up environment

Skills / personal qualities -

1. Strong understanding of disability, accessibility and inclusion issues; a lived experience with disability is highly desirable, but not essential
2. Strong sales, marketing and communication skills. Previous experience in the travel & leisure or tourism sectors is highly desirable
3. Ability to work independently and be a self-starter, while also being a positive influence and contributor to a team
4. Familiar and competent with work-from-home team technology, such as the use of Slack, emailing, Google Workspace and more.

Working conditions and remuneration - GetAboutAble is a fully inclusive social enterprise with people from all backgrounds strongly encouraged to apply. This position is predominantly a remote role, however, being Canberra based is a requirement as the role includes direct engagement with ACT tourism businesses, which may include face-to-face meetings.

The successful applicant can be remunerated either as a contractor with a commission on sales/new revenue or as a paid casual employee under the Clerks Private Sector Award at \$27.03 - \$34.15 per hour, depending on skills and experience.

How to apply

Send your CV and a statement addressing duties and skills/personal qualities desired for the position to contact@getaboutable.com. Applications will be assessed as received.