

Emotion Research Institute

Marketing, Events and Sponsorships Coordinator

Position Description

Position Title:	Marketing, Events and Sponsorships
Reports To:	Executive Chair
Dated:	November 2025
Responsible For:	All activities relating to the marketing, events and sponsorship for the Emotion Research Institute. Assist in attracting sponsorship funds for charity.

Position Summary

This position is guided by the Board of Directors, their strategic initiatives and needs of the Institute.

The successful applicant will play a central role in the high-quality delivery of the Institute's events and stakeholder relations. This role is responsible for supporting the elevation of the Institute's profile in the community and plays an integral part in the communication of messages to drive the purpose and values of the Institute. Building on past work, applied research and aligning with the beliefs and values of the Institute.

About the Institute

The Emotion Research Institute is dedicated to discovering, educating and applying new ideas to the research field of emotion and to educate people in how connecting to emotion can improve health and wellbeing in everyday life. We have a vision to put Emotion Research on the map and to make Perth, Western Australia, the global centre for Research on Emotion.



There is so much evidence over the last 20 years to suggest that connecting to emotion has significant health benefits and the aim now is to examine the reason for this phenomenon. The Institute will achieve this audacious mission by focusing on two main areas of research:

- The Science of Emotion
- Applied Research on Emotion

Rigorous scientific research will assist to understand how connecting to human emotion improves our health and wellbeing. This is original research with a global vision.

Key Roles and Responsibilities

Administration:

- Attend Board Meetings on a monthly basis.
- Preparation of Meeting Agenda and Minutes of Board Meetings.
- Monitor competitor activities, research entities with similar interests around the globe.
- Identification of and assistance with preparation of grants and funding opportunities.
- Complete a weekly timesheet for Institute activities and other related entities.

Communication, Marketing and Brand:

- Create clear and concise communication of Institute purpose and values
- Plan, understand, continually improve the impact of our communications and media engagements in service of the goals of the Institute.
- Shape messaging for a range of audiences aligning with Institute's strategic plan and objectives
- Collaborate with team members, brainstorm ideas and receive feedback
- Collaboration of messaging with Executive Chair and Institute Board members
- Maintain relationships with stakeholders and external supplier where appropriate



- Support the Executive Chair in communicating to the wider public about research studies and outcomes
- Monitor and keep newsletter subscription list up to date
- Assist with creation of regular newsletters and blog content for website
- Identify unique ways of communicating the Institutes' activities and efforts to enhance reputation and brand
- Development, editing and upkeep of website, promotional materials, and other platforms
- Assist with maintaining SEO for website
- Management of brand, reputation and design elements

Digital and Media

- Liaise with and manage the media in the best interests of the Institute.
- Schedule radio interviews and press engagements as required.
- Ensure media channels utilised have similar values to the Institute.
- Assist with media training for representatives of the Institute.
- Create, edit and disseminate media releases.
- Monitor media coverage for the Institute and associated organisations.
- Plan, understand, continually improve the impact of our communications and media engagements in service of the goals of the Institute.
- Manage Institute's social media (including Instagram and LinkedIn).
- Produce podcast episodes in line with Institute messaging.

Events, lectures and workshops:

- Organise and manage events along with public facing initiatives.
- Management of budget for events and activities.
- Manage stakeholder lists for invitations, RSVP's and communication pre and post event.
- Create and/or facilitate all promotional material for events and activities.
- Manage logistics, venue, equipment, AV and catering for events.
- Identify future event opportunities within the community for public education.
- Plan, understand, continually improve the impact of our communications and media engagements in service of the goals of the Institute.



Sponsorship, investors and donations

- Identify, build, and maintain strong, productive working relationships with potential sponsors, investors and donors.
- Responding to enquiries via email and phone regarding sponsorship and donation requests.
- Planning and executing marketing/campaign strategies, following briefing and seeking approval from internal stakeholders.
- Build a wider reach for subscribers / followers (Friends of the Institute).
- Identify networking and other opportunities to build and create new initiatives.
- Coordinate presentations and other meetings between Chair and investors.
- Manage the onboarding of new investor accounts.
- Support in the production and delivery of client presentations and information requests.
- Tracking of investor funds and allocation.

Qualifications

Essential

- Tertiary qualification/s in relevant field.
- Minimum 3 years in marketing and/or events coordination role.
- Exceptional interpersonal and communication skills.
- Track record in attracting high net worth sponsorships and strong networks to create warm leads.
- High level of attention to detail.
- The desire to learn, grow and develop within the role.
- Advanced capability with Microsoft Office and computer skills.
- Knowledge of and editing ability of WordPress website CMS.

Desirable

- Experience in the not-for-profit sector or a passion to become involved & work closely with our key stakeholders.
- Have an established business network.

