

Marketing & Communications Coordinator

Position Level	Team Member	Department	Marketing & Communications
Location	Adelaide	Direct/Indirect Reports	Nil
Reports to	Marketing Manager Brand & Communications		

■ Position Level Descriptor

An individual at the Team Member level is accountable for their own performance and contributes to team performance. People at the Team Member level do not have any people reporting to them on a day to day basis, although may indirectly supervise some staff members to ensure key tasks are complete.

■ Position Summary

The Marketing and Communications Coordinator is a member of the Marketing & Communications team contributing to all Marketing and Communication initiatives for Guide Dogs SA/NT. The role supports the Marketing Manager Brand & Communications to develop, implement and monitor corporate communications, PR, and a broad range of marketing and communication activities aimed at raising brand profile, enhance fundraising and encourage take-up of the organisation's services.

With a strong focus in corporate writing, PR and content marketing development; the role is also responsible for all digital marketing related initiatives and events.

■ Position Responsibilities

Key Responsibilities

In consultation and collaboration with the Marketing Manager Brand & Communications:

- Write internal and external corporate communications, speeches, and corporate key messaging.
- Coordinate and support PR related activities including writing media alerts, media pitch notes as well as liaison with Media outlets.
- Coordinate and contribute to the running of corporate events including the annual International Guide Dogs Day paws parade.
- Produce copywriting for social media posts, EDMs, blogs and other communications as required.
- Develop, design and disseminate Direct Marketing content via a range of channels.
- Coordinate Social Media community management and content scheduling.
- Develop Marketing collateral and design and project lead with creative suppliers.
- Plan and implement Digital and Direct Marketing activities and campaigns – aimed at raising brand awareness, encourage take-up of services, increasing client acquisition, engagement and retention.
- Manage Website content in line with organisational requirements and best practice Search Engine Optimisation (SEO).
- Develop marketing and communications performance reporting.
- Develop sponsored posts across social media channels and reporting as required.
- Assist with the development of creative briefings as required.
- Point of contact for operational communications with creative agencies and marketing suppliers.

- Oversee and execute Search Engine Marketing (SEM), and produce recommendations and reporting.
- Writing and project management of the Annual report.
- Undertake research and prepare statistics and materials as required to support marketing initiatives.
- Marketing invoice reconciliation and any other duties as required by the Marketing Manager Brand & Communications.

WHS

As an employee (or other) of GDSA/NT, you shall take reasonable steps to:

- Ensure the health and safety of yourself and others at all times;
- Comply with all GDSA/NT policies, procedures and reasonable instructions as advised, and;
- Participate in, and contribute to, all health and safety:
 - training;
 - forums for consultation;
 - risk assessments;
 - inspections and/or audits;
 - investigations, and/or;
 - other related activities, as advised.
- Report all hazards, incidents and near misses to your Leader as soon as practicable, and within 24 hours, and;
- Demonstrate a commitment to fostering a positive, proactive work culture, particularly in relation to health and safety management.

■ Position Selection Criteria

Technical Competencies

- Experience in corporate writing and content marketing development. – **essential**
- Exceptional written and interpersonal communication skills. – **essential**
- Experience with PR related initiatives. – **essential**
- Experience with the use of Google Analytics. – **essential**
- Experience with developing and maintaining web content and social media. – **essential**
- Experience in coordinating the production of marketing material from design through to print. – **essential**
- Proven experience in coordinating events, from concept through to execution. – **strongly preferred**
- Proficient with Adobe creative suite particularly InDesign and Photoshop. – **strongly preferred**
- Experience with the use of Facebook Business Ads Manager. – **strongly preferred**
- Experience with the use of EDM platforms i.e. Mail chimp or Campaign monitor. – **strongly preferred**
- Experience with management of Website Content Management Systems (CMS). – **strongly preferred**
- Knowledge of Social Media management platforms. – **strongly preferred**
- Knowledge of video production software. – **strongly preferred**
- Knowledge of Google AdWords. – **strongly preferred**
- Experience with photography - **strongly preferred**
- Knowledge of Microsoft Excel and experience with basic data management. – **preferred**
- Basic understanding and/or experience with CRM systems and databases. – **preferred**

General Competencies

- Demonstrated experience in a communications focused role, with a sound knowledge of PR principles.

- Demonstrated experience in a Marketing Generalist role, with a strong focus and knowledge of Digital Marketing principles.
- Highly self-motivated with the drive to succeed.
- Ability to be creative, innovative, flexible and readily accommodate change.
- High attention to detail.
- The ability to establish credibility and effectively work with internal and external stakeholders.
- Ability to prioritise workload, manage multiple projects and meet timelines within budget constraints.
- Team player and able to work autonomously when required.

Qualifications/Licences

- Relevant tertiary qualifications, in Journalism, Marketing or a related discipline.
- SA Drivers Licence or equivalent.

■ General Conditions

All Guide Dogs staff and volunteers are required to:

- Act at all times in accordance with the Code of Conduct
- Comply with the Work Health and Safety management system
- Undertake a police check prior to commencement and every 3 years thereafter
- Support a child safe organisation by undertaking screening for suitability to work with children, youth and vulnerable people and to comply with relevant state/territory legislative requirements, where required
- Adhere to the Values of Guide Dogs Association of SA/NT Inc. which are converted into the below behaviours and assessed on an ongoing informal basis, and formally through the Professional Development Plan process.
- Guide Dogs SA/NT is a smoke free workplace. This includes buildings, vehicles and events.

Accepted by Employee:

Signature

Print Name

/ /

Approved by Manager

Signature

/ /

■ Guide Dogs Association of SA/NT Inc. - Values

Achievement | Delivering outcomes

- Delivering our services to the highest possible standard
- Delivering results that have value for customers
- Delivering on time as promised
- Recognising and celebrating achievements
- Holding ourselves accountable.

Collaboration | Actively engaging with others

- Working together to achieve our goals
- Working in partnership with other teams
- Seeking the input of others in matters that impact them
- Sharing our expertise and knowledge freely
- Actively listening to others.

Integrity | Ethical, honest and respectful

- Respecting the uniqueness of individuals
- Transparent in our communication
- Acting in the best interests of customers
- Doing what we say we will do
- Non-judgemental in our dealings with others.

Fun | Playing our part in making this an energetic, enjoyable place for ourselves and others

- Showing enthusiasm for what we do
- Balancing life and work
- Contributing to a vibrant working environment
- Supporting and encouraging one another
- Creating opportunities for celebration and camaraderie.

Innovation | Forward thinking

- Open to new ideas
- Solutions-focused
- Taking responsibility for developing ourselves
- Proactively seeking new ways to create value for customers and the organisation
- Continually looking for ways to improve our services.