



Position Description— Marketing Communications Coordinator

Reporting Lines

AusRegistry

Reports to: General Manager - Marketing

Works Closely with: Marketing team, Divisional Managers

Direct Reports: None

L8, 10 Queens Rd
Melbourne Vic 3004
Australia

AusRegistry Pty Ltd
ABN 18092242209
ACN 092242209

Overview

The Marketing Communications Coordinator will be primarily responsible for tactical execution of marketing activities and communications.

Supporting the strategic vision of the Group, the Marketing Communications Coordinator will assist with the creation, production and coordination of all internal and external communications, editorial and marketing materials. Working closely across Marketing Team, this role will help develop and deliver marketing solutions based on client briefings, from concept through to delivery and follow-up. It is imperative that the Marketing Communications Coordinator is capable of supporting multiple projects simultaneously.

This role will coordinate and deliver communications, marketing and campaign activities of exceptional quality by deadline.

National and international travel may be required at times.

Key Areas of Responsibility

The following are general areas of responsibility for the role. From time to time these areas may vary and additional responsibilities may be added.

Communications

The Marketing and Communications Coordinator will support the PR Manager to execute the following:

- Write content for our subject matter experts to showcase our capabilities through our websites, blogs and social media channels.
- Coordinate all social media channels and assisting with the production of material for social media.
- Create and edit marketing communications content across the marketing mix.
- Coordinate the distribution of internal and external communications on behalf of the group.
- Write editorial material such as media releases, media packs, articles, opinion pieces and blog posts to help promote the Group in external media outlets and build the company's reputation.
- Ensure a consistent Group presence is maintained and displayed across all internal and external communication platforms.

Competitive Intelligence

- Media monitoring of brand and industry news, trends and updates.
- Conduct market research with the support of other team members to drive campaign initiatives and market leadership.
- Monitor competitor activity.
- Assist with the establishment, administration and maintenance of the group's marketing database(s) including contact lists, promotional materials, image library as appropriate and co-ordinate their production, use and distribution.

Marketing Campaigns and Activities

The Marketing Communications Coordinator will support the Marketing Manager to execute the following:

- Assist with the development and execution of marketing and communications strategy.
- Coordinate multiple, simultaneous marketing and campaign activities.
- Assist in managing the group's digital marketing channels, including website, social media and blog maintenance.
- Maintain campaign information, project analytics and reporting.
- Assist with the production of all hard copy and digital collateral, maintaining and managing stock as well as arranging the effective distribution of marketing materials.

Quality Management System

The Company is committed to maintaining a Quality Management System. The Quality Management System identifies those activities within the Company's business processes which are critical to the achievement of necessary statutory requirements, internal performance, standards, and customer expectations. Your role supports the principles of quality management, which is to:

- Provide a platform for continuous improvement, compliance and achievement of best practice in developing and managing our services, and
- Capture and improve on our set of core policies, procedures and business support tools that govern the service delivery to our customers, clients and employees.

Information Security Management System

As an organisation that is at the forefront of Information Technology innovation and change, the Company has implemented an Information Security Management System. The purpose of the Information Security Management System is to protect the information assets of the Company against all threats, internal or external, incidental or otherwise by establishing, implementing, executing, monitoring, evaluating, maintaining and improving the Information Security Management System.

All employees are responsible for implementing the Company's security policies and protecting information, and each have an obligation to provide support to the management principles prescribed by the policies and rules.

Key Selection Criteria

- Tertiary qualification in communications, public relations, marketing or related discipline.
- 1-2 years' experience in a marketing communications position.
- Experience in preparing internal and external communications.
- Demonstrated ability to coordinate and manage website content and social media.
- Proven knowledge of the media, the ability to generate editorial copy and a good sense of what is newsworthy.
- Exceptional written and verbal communication.
- Demonstrated ability to meet deadlines without compromising close attention to detail and accuracy.
- Ability to execute on integrated marketing campaigns.
- A keen interest in the technology sector and the ability to learn quickly.
- Understanding of the Bombora Technologies Business (to be gained).