

## POSITION DESCRIPTION

<b>Position:</b>	Marketing Coordinator
<b>Department:</b>	Marketing
<b>Reporting Relationships</b>	Reporting to the Brand and Advertising Manager
<b>Key Relationships</b>	<p><b><u>Internal</u></b>  Marketing Department  Sales and Commercial Department  Media &amp; Communications Department  Other internal stakeholders as relevant and appropriate</p> <p><b><u>External</u></b>  Print &amp; Graphic Design Agency  Creative Agency  Media Agency  Ticketmaster  Victorian Government  Visit Victoria  City of Melbourne  Formula One  Dorna  Media Partners  External partners and suppliers  Other stakeholders as relevant and appropriate</p>
<b>Values</b>	Knowledge of and consistent demonstration of the Corporation's IIQCAT values including integrity, innovation, quality, customer, accountability, teamwork.
<b>Corporation Objectives</b>	To promote Melbourne and Victoria via the staging of a premier international sporting event - the Formula 1 Australian Grand Prix at Albert Park.
<b>Role Objectives</b>	The marketing coordinator will assist in the execution of brand marketing, collateral production and promotions in close liaison with the marketing team and internal stakeholders. Assist the Brand and Advertising Manager in coordinating internal creative briefs and delivering promotions and campaigns that drive awareness and tickets sales for the Formula 1 and MotoGP events.
<b>Responsibilities</b>	<ul style="list-style-type: none"> <li>• Work closely with the Brand and Advertising Manager and in-house Graphic Designer on delivering internal creative briefs to brand guidelines.</li> <li>• Project manage creative production in close liaison with internal stakeholders.</li> <li>• Oversee production schedule and deadlines for all event branding and advertising deliverables.</li> </ul>

- Assist with the implementation of brand campaigns – above the line and below the line, working with creative and media agencies.
- Work with internal stakeholders to co-ordinate the photography brief prior to and during event times to capture each event to the highest of standards.
- Help execute brand promotions pre-event to drive data capture and fan engagement.
- Prize facilitation & liaising with promotional winners for notification of experiences.
- Assist in the delivery of promotional experiences at the Formula One and MotoGP event.
- Assist with fan engagement initiatives.
- Work with external partners on the execution of co-branded promotions and offers.
- Assist in the logistics and delivery of pre-event activations for the Formula 1 Australian Grand Prix.
- Liaise closely with internal and external stakeholders on the delivery of pre-event activations.
- Other planning and administrative duties as needed by the Brand and Advertising Manager.
- Support the Brand and Advertising Manager in budget planning.
- Assisting in ad hoc projects and support of the marketing department as required.

### **AGPC Health and Safety**

To assist AGPC in meeting its health and safety obligations you will be required to:

Promote a positive safety culture by contributing to health and safety consultation and

- Communication, and through active participation in the reporting of hazards, incidents and near misses.
- Take corrective action to address or mitigate any risks or hazardous situations throughout the course of your work.
- Take reasonable care for your own health and safety, and for the health and safety of others.
- Cooperate with the AGPC by adhering to the organisations various policies, procedures, work practices and standard operating procedures.
- Perform your role in accordance with any specific responsibilities as outlined in the AGPC safety management system.
- Perform your role in accordance with any AGPC fit for work requirements.

Cooperate with AGPC regarding caring for the environment, by acting in a sustainable way and minimising AGPC's environmental impact by adhering to the organisations policies, procedures and work practices. To enable AGPC to meet its obligations for providing a healthy and safe working environment for you, you must inform your manager of any issues which may impact your ability to safely perform your role.

### PERSON SPECIFICATION

<b>Qualifications</b>	<p>Degree in marketing, communications, advertising or similar.</p> <p>2-3 years work experience in a fast paced marketing environment.</p> <p>Strong organisational skills, including time management and ability to balance multiple projects with attention to detail.</p> <p>Excellent written and verbal communication skills.</p> <p>Ability to understand, support and implement business objectives.</p> <p>Experience in delivering marketing activations preferred.</p>
<b>Criteria</b>	<p><b>Active communication</b> Demonstrate ability to communicate clearly and manage expectations with internal stakeholders with communication of brand guidelines and deadlines. Ability to work proactively in a team-centric environment.</p> <p><b>Project management</b> Superior time management and organisational skills. Demonstrate ability to manage multiple projects at any given time with meticulous attention to detail.</p> <p><b>Written communication</b> Well-developed copy writing skills and reporting skills.</p> <p><b>Creative thinking</b> Ability to think outside the box and contribute to continual improvement and innovation of marketing initiatives.</p> <p><b>Problem solving</b> An ability to thrive in changing environments and proactively seek solutions or improvements.</p>