

Position Description

Position Title: Senior Marketing Coordinator (Client Relations)
Department: Community Engagement
Reports to Position: Marketing & Communications Manager
Direct Reports: Nil

Guide Dogs Queensland Values

All employees are required to conduct all activities in a manner consistent with our CARES values:

C – Committed

A – Accountable

R - Respectful

E – Ethical

S – Successful

NDIS Risk Assessed Role

Managers to complete risk assessment – please select:

Key Personnel Role ☐ Yes ☒ No

Delivery of support/services to clients ☐ Yes ☒ No

More than incidental contact with clients ☒ Yes ☐ No

Portable Long Service Leave

This role is not entitled to Portable Long Service Leave.

Position Overview

This position works within the Marketing & Communications team, a fast paced, dynamic team environment focussed on promoting and marketing the fundraising campaigns, products and services of Guide Dogs Queensland (GDQ) to a wide range of stakeholders.

The Senior Marketing Coordinator (Client Relations) is responsible for the development, implementation and evaluation of end-to-end, strategically integrated marketing campaigns to attract and acquire client leads, as well as providing effective communications to engage both current and prospective clients with information about the wide range of services Guide Dogs offers. This role also delivers the organisation's public appeals to acquire new volunteer leads for our dog and client services' needs.

Driven by the need to create meaningful connections between supporters and the clients of Guide Dogs, the Senior Marketing Coordinator (Client Relations) is also responsible for demonstrating innovation and creativity to link the work of our client facing teams to our fundraising activities through effective storytelling, brand promotion, public relations, media opportunities, and advocacy support.

Essential Functions and Responsibilities

- Undertake the role as relationship manager between the Marketing & Communications Team and both the Client Services and Guide Dogs Services Departments. This includes being the key contact for all client

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and dog related marketing and communication needs, meeting regularly with key representatives to plan and produce collaborative results, as well as briefing, engaging and tracking of all work being undertaken within the Marketing & Communications Team to assist these areas.

- Using past research and recommendations, lead the development, delivery and ongoing review of the organisation's Client Relations Strategy. This strategy is focused on setting targets and goals aimed at improving the acquisition, engagement and retention of clients, as well as promoting the services that Guide Dogs delivers through the sharing of empowered client stories.
- Plan, implement and evaluate effective targeted campaigns, innovations and tactics that acquire client leads, engage clients and supporters with the organisation's services, boost volunteer support, and deliver effective brand and advocacy results across multiple platforms.
- Plan, implement and evaluate effective communications and engagement opportunities with clients, aimed at meeting their needs to be both informed and engaged. This includes providing regular client updates and service information, as well as collaborating with client facing teams to provide expert communications advice that helps improve client journeys with the organisation.
- Plan, implement and maintain the Client Ambassador Program for Guide Dogs. This includes working with GDQs Volunteer Coordinator to recruit client volunteers, providing training support, developing their stories and presentations, regularly updating them with key messaging to share, maintaining the volunteer appointment schedule and regularly evaluating the program for maximum effectiveness.
- Actively participate in national campaigns and initiatives – which either directly enhance the journey of clients with Guide Dogs or provide opportunities to share our clients' stories with stakeholders and the community – giving feedback, input and strategic marketing advice.
- Support and mentor other Marketing & Communications Team members to achieve high impact results and participation, while boosting team culture and sentiment. This includes providing members of the team with constructive feedback, peer reviewing, supporting their professional development and participating in team social opportunities.
- Monitor industry and other charitable organisations for innovation, marketing tactics and communications that can add value to our work.
- Undertake administrative duties to support the Marketing & Communications Manager and Team.

Other Duties and Responsibilities

- Other related duties as required.
- Participate in professional development opportunities.
- Comply with GDQ Quality Management System and its certifications.

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- Act as a Warden or First Aid Officer where required.
- Foster pleasant, respectful and productive working relationships with staff.
- All employees are required to take reasonable care for their own health and safety and that of other personnel who may be affected by their conduct.

Supervisory Responsibilities

- N/A

Knowledge and Skills

Essential

- As part of our recruitment and selection process, applicants will be required to undergo pre-employment criminal history checks as required by varied legislation. This may include worker screening required by the NDIS which aims to guarantee that key personnel and other workers do not pose an unacceptable risk to the safety and wellbeing of NDIS participants.
- Tertiary qualified in communications, public relations, marketing or journalism.
- Minimum of four years' experience operating in a similar role and level.
- Demonstrated experience in planning, developing, implementing and evaluating effective and successful targeted campaigns and strategies, with solid outcomes to objectives/targets.
- High level interpersonal communication skills and proven ability to influence, problem-solve and make people feel at ease.
- Experience in providing sound and professional advice to senior management, as well as in supporting and mentoring team members and inspiring strong collaboration within the team.
- Ability to work in a fast paced, dynamic team environment, with a proven ability to meet deadlines under pressure while managing multiple requests and shifting priorities and exercising professional judgment without close supervision.
- High-level organisational skills, attention to detail and the ability to prioritise effectively.
- Excellent analytical and reporting skills, with a strong results orientation.
- Strong commercial acumen and business sense.

Desirable

- Previous experience in a not-for-profit environment.

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- Experience in making documents and marketing materials accessible to people of all abilities to ensure everyone has equal access.
- Experience in online marketing, including social media, search ads and online affiliates, and experience with electronic direct mail platforms (preferably Mailchimp), and with administering Wordpress websites.
- High degree of competency with common Microsoft Office applications.
- Familiarity with Microsoft Dynamics CRM.
- Demonstrated commitment to ongoing professional development, including membership of relevant professional associations.

Working Conditions and Environment

This is generally an office-based position with a considerable amount of time spent at a desk and operating computer equipment. Occasional set up of events or functions will also be required.

Inter-state and intra-state travel may also be a requirement for this position.