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| **Position Title:** | **Marketing Coordinator**  |
| **Reports to:** | **Marketing Executive** |
| **Direct Reports:** | **None** |
| **Financial Delegations:** | **None** |
| **Division:** | **insignia** | **Dept:** | **Marketing** |
| **Location:** | **Brisbane** | **Creation Date:** | **2009** |

# Company Overview

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| insignia is a national label manufacturing business with a strong focus on providing valued solutions to its customers. Part of the Winson Group, insignia has an unwavering passion to help Australian businesses compete. Our values, our people, our products and our services have been the platform for nearly 50 years of being an indispensable partner for our customers.**Our Promise:** * Market leading products
* Nationwide coverage
* Expertise across all industries
* Delivered with personable service and support, diligence and professionalism

**Group Cores Values:** Honour; Ownership and Commitment; Change for Strength; Diligence |

# Position Overview & Organisational Requirements

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| **Position Summary:**The position of Marketing Coordinator involves the coordination of marketing campaigns and events within insignia’s Marketing department.**Organisational Requirements:*** All positions within the Winson Group will support the achievement of our Mission.
* When dealing with our colleagues, customers and the community, all employees are required to act in accordance with the company’s stated values and behaviours, customs and practices.
* Employees are required to comply with all relevant legislation, laws, regulations, standards, codes and the Group’s policies and procedures.
* Employees are required to take reasonable care of their own health and safety and the health and safety of other people, including people working under their supervision or direction, in accordance with the Workplace Health and Safety Legislation, relevant to each state.
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# Key Responsibilities

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| * Display behaviours consistent with the stated Winson Values

**Campaign Management*** Participate in campaign planning meetings, assist with planning, production and distribution of any campaigns
* Prepare and monitor budgets and schedules for each campaign and measure effectiveness of campaigns
* Prepare detailed campaign brief for external agency, mailing house, art studio and printers
* Source and purchase any promotional products needed for campaigns. Check and review all quotes before providing recommendations to the Marketing Executive.
* Ensure that samples and electronic copies of each campaign are maintained.

**Brand Strategy & Marketing Collateral*** Assist in maintaining insignia’s corporate identity manual and control systems
* Produce insignia branding initiatives and campaigns
* Ensure all stationery, electronic templates and packaging are current and maintain corporate identity requirements
* Ensure that all branches have adequate stock of collateral including insignia profiles; Service log books; branded promotion items; label quote pads and current brochures. When required, source quotes for stock replenishment and provide recommendations to the Marketing Executive
* Ensure the correct use and application of insignia’s brand and logos in all marketing communications, campaigns, website pages and packaging.
* Assist in the planning and execution of insignia’s internal communications strategy

**Event Management*** Assist the insignia Marketing Executive with the planning and execution of all external tradeshows including GS1 events, AUSPACK, and industry-specific events.
* Assist the Marketing Executive in ensuring all post-show lead data is imported and tracked through CRM, and results are reported back to the Head of Customer Experience.
* Contribute to the planning and execution of the insignia external sales conference.

**Customer Database & CRM*** Ensure the integrity of the database is maintained including monitoring return mail changes and make any recommendations for improvements to the system
* Learn to query the insignia database through CRM with the goal of maintaining data integrity across all sales territories
* Liaise with Signet Data Analysts, as required, to create and maintain insignia reports for marketing activities and Sales teams
* Use CRM platform to build data queries for sales and marketing reports and analyse results for all campaigns

**Content, PR and Advertising*** Liaise with insignia’s creative agency, journalists and copy writers in the development of PR material
* Assist the Marketing Executive in sourcing new trade media channels and opportunities to publish content and advertising material
* Coordinate media bookings
* Liaise with magazine suppliers in the submission of advertising material
* Prepare press releases in consultation with the Marketing Executive
* Write a minimum of 4 pieces of content per month, as per the insignia content plan. Content could be in the form of a news story, case study, application brief, hot product or white paper.
* Work in collaboration with the Marketing Executive and Digital Marketing Coordinator to ensure all content, PR and advertising initiatives are aligned for both online and offline channels.

**Market Research and Customer Feedback*** Gain thorough understanding of the CRM survey software to be able to execute surveys when required.
* With guidance from the insignia Marketing Executive, run annual satisfaction surveys for the Labels, VIP and Domino database.
* Participate in market research activities to discover customer needs, competitor information, technology trends and general market information.

**Outbound Marketing & Customer Intimacy Initiatives*** Coordinate with internal stakeholders to manage the customer onboarding process, including the sourcing of components for the Welcome Pack and ensuring all insignia warehouses maintain ample stock levels.
* Coordination of the national Christmas gift campaign to insignia’s top 400 customers, with the support of the Marketing Executive and other internal stakeholders
* Arranging random birthday draw and gift hampers for customers, to be drawn quarterly in conjunction with the quarterly edition of ‘insight’
* Organise insignia’s Footy Tipping Competition for both AFL and NRL competition codes, including the sourcing and distribution of prizes

**Website and Digital Marketing** * Participate in digital marketing planning sessions with the view that all insignia marketing efforts are aligned and sending the same message to the market.
* Assist from time to time with digital projects as specified by the Head of Customer Experience.

**General*** Contribute to annual marketing plan meetings
* Monitor and reconcile marketing expenses and budgets
* Prepare summary of marketing activities each month for Operations Meetings
* Ensure all marketing operations processes are documented as Standard Operating Procedures
* Communicate all marketing and promotional activities to the other insignia departments
* Be involved in insignia’s corporate projects as required
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# Key Competencies/Experience

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| **Key Competencies*** An understanding of contemporary direct marketing strategies and an overall working knowledge of marketing
* Demonstrated ability to manage stakeholders at all levels including internal and external customers and suppliers
* Intermediate skills in working with client database systems and MS Office applications
* Proven ability to work effectively under pressure, handle competing priorities, meet deadlines and manage activities through to completion

**Experience*** 2-5 years’ experience in a marketing or event management style role
* Exposure to Business-to-Business marketing environments
* Sales or Customer Service experience is desirable
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# Key Performance Indicators

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| * Behaviours are aligned to Winson’s stated Values and Behaviours
* Marketing Campaigns are coordinated successfully and delivered on time, in budget
* Marketing Bronze customer territory achieves 100% of budget
* insignia branding is consistent across all channels
* Events and trade show lead generation and conversion – goals set per individual event
* Events and trade shows completed on time, in budget.
* insignia is professionally represented at all stakeholder meetings and events
* All databases are maintained and up to date
* All priorities are met within deadlines through cooperative team and individual effort
* Document and report on all insignia marketing activities for weekly, monthly and quarterly meetings and ensure measurements are updated on the Winson Group touchpoints.
* Expanded marketing team contribution and communication of activities and projects
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# Qualifications

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| * Tertiary qualifications in Business with Marketing major
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# Mandatory Criteria

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| * N/A
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# Specific Requirements of the Position

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| * Availability to attend 1 weekend conference per year (if required)
* Ability to attend out-of-hours industry functions and events
* Availability to occasionally work before/after hours to accommodate external state/territory daylight savings and public holidays
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# Key Stakeholders

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| **Internal*** Executive General Manager
* Head of Customer Experience
* Marketing Team
* Sales Team
* Customer Care team

**External** * Customers
* ADMA
* Web Developers
* Marketing Agencies
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# Authorisation

# Please sign to confirm that this Position Description has been discussed by both parties.

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| --- | --- | --- | --- |
| Employee Name & Signature |  | Date |  |
| Manager Name & Signature |  | Date |  |

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| **Date** | **Reviewed By** | **Comment** |
| 10/11/09 | S Young | New Position Description |
| 18/03/14 | S Young & R York | PD updated to reflect current practices |
| 14/01/16 | N Golenkova | New template |
| 29/02/16 | S Young & R York | Reviewed and Updated |
| 05/07/16 | S Young | Reviewed and Updated  |
| 14/07/16 | R Hewish | Reviewed & Updated |
| 07/02/18 | S McCalman | Updated template, incorporated Values & Behaviours and updated reporting manager |