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| **Position Title:** | **Marketing Coordinator** |
| **Reports to:** | **Head of Digital & Direct Marketing / Head of Growth Strategy** |
| **Direct Reports:** | **Nil** |
| **Financial Delegations:** | **Nil** |
| **Division:** | **Signet** | **Dept:** | **Marketing** |
| **Location:** | **Brisbane** | **Date:** | **16/09/16** |

# Company Overview

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| Brief summary of company: | Signet is always the best place to look for packaging, safety and cleaning supplies. As a company we are passionate about providing the best service both internally and externally, and this is a key point of difference for Signet in the marketplace. We are passionate about Operational Excellence and have set ourselves a goal to be our world’s best at Data-driven and Database Marketing. Ultimately we will deliver to our customers an Unmatched Low Cost Customer Service Experience - Always. Our brand promise is to be - Always in stock. Always on time. Always reliable. |
| Mission Statement: | To be the first place industry looks for their packaging and safety supplies – always. |
| Group Core Values: | Honour; Ownership and Commitment; Change for Strength; Diligence |

# Position Overview & Organisational Requirements

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| **Position Summary:**This role involves management and coordination of marketing campaigns and projects within Signet’s marketing department including trigger campaigns, brand strategy and development, monthly campaigns and a range of specialty activities. Other marketing activities such as PR, market research, analysis and working with other departments is also required. **Organisational Requirements:*** All positions within the Winson Group will always support the achievement of our Mission.
* When dealing with our colleagues, customers and the community, all employees should always act in accordance with the company’s stated values and behaviours, customs and practices.
* Employees are always 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 and provide marketing campaign management recommendations.
* Develop and implement all campaigns for AUSME segment (and other segments when required) as per the Activity Calendar and Marketing Plan.
* Develop project plan for all marketing campaigns to ensure they are on track as per the Activity Calendar.
* Liaise with external suppliers (agency, mail house, printers) on all tasks related to marketing campaigns such as management and production of briefs, timelines, creative or merchandise.
* Development of internal briefs such as data brief, campaign insights and scripting for outbound team for all relevant campaigns.
* Communicate campaign plans to key stakeholders.
* Conduct post implementation review of all marketing campaigns and track all results.

**Public Relations & Advertising*** Execute PR and advertising campaigns as per the Activity Calendar and Marketing Plan.
* Coordinate press release planning, writing and where necessary liaise with external suppliers (media/PR agency and copy writers) in the development of PR material.
* Prepare press releases for distribution.
* Work with the internal or external creative stakeholder in the creation of advertising for magazine/newspaper/radio/TV/outdoor.
* Co-ordinate Signet’s Directory advertising industry directories as necessary.
* Assist with booking and negotiation of media buying for all media.

**Events Marketing and Promotional Merchandise*** Manage the co-ordination of tradeshows, events and YSG Launches as required.
* Prepare corporate and promotional PowerPoint presentations, as required.
* Source new promotional products for monthly promotions and corporate customers.
* Obtain quotes from multiple suppliers to ensure the best price/best value.
* Organise monthly stock takes on promotional products.
* Ensure monthly campaign promotional stock is labeled, booked into stock in each location and remains in stock for the duration of the promo.

**Content creation and syndication*** Assist the Marketing Executive with the execution of the Signet content plan.
* Work closely with external partners and agencies to develop compelling content across multiple formats including sponsorship, video and written.
* Leverage/Post content across owned and earned media platforms including social.
* Ensure content is signed off internally and by customers where relevant.

**Legals, Permits & Privacy Policy*** Prepare and lodge permit applications for Signet Trade promotions and Competitions.
* Ensure that all permit numbers are correctly advertised on marketing material and website.
* Maintain a working knowledge of permit rules and regulations.
* Prepare and follow through trademark applications for Signet brands.

**Product Supplier Relationships*** Assist in the building of relationships with product suppliers, as required.
* Follow up on quarterly funding from major suppliers, and ensure letters are sent out for YSG funding.

Marketing Budgets and Documentation* Assist the management of the marketing budget for all related marketing activity – approval of quotes, processing invoices, tracking and reconciliation of finance reports in the marketing budget.
* Ensure all marketing production processes are documented in SOPs, reviewed regularly & adhered to.
* Participate in marketing and best practice projects as required.
* Prepare purchase orders for media and production purchases.
* Participate in preparing reporting on the data-driven marketing and development expenditure, actuals vs budgets, on a monthly and quarterly basis.

General* Develop and maintain an understanding of production techniques and technologies, industry knowledge, and internal systems.
* Contribute to marketing planning activities.
* Contribute to Sales channel activities where required
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# Key Competencies/Experience

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| **Key Competencies** * Good understanding of direct marketing, data-driven marketing strategies and development and execution of marketing campaigns.
* High level conceptual and analytical skills and the ability to identify appropriate solutions that meet business needs and objectives.
* Demonstrated ability to manage stakeholders at all levels, including internal and external customers and suppliers.
* Ability to utilize time management skills to complete tasks correctly and on time.
* Sound interpersonal, oral and written communication skills to facilitate communication with internal and external stakeholders.
* Demonstrated ability to work effectively under pressure, handle competing priorities, meet deadlines and manage activities through to completion.
* Proven ability in undertaking initiatives that focus on continuous quality and process improvements.
* Demonstrated ability to learn and utilize a range of marketing systems and processes.
* Demonstrated ability in using the Microsoft products office-suite and experience in using an ERP system; Microsoft Navision highly regarded.

**Experience*** 2 years’ experience in a marketing role, with exposure to campaign development and/or data-driven marketing practices.
* Exposure to business-to-business marketing environments.
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# Key Performance Indicators

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| * Behaviours are aligned to Winson’s stated Values and Behaviours
* Successful coordination of marketing campaigns from idea to results measurement & communication.
* Successfully completing all marketing campaigns as assigned in the Activity Calendar
* Signet key market information is accurate and current.
* Data-driven marketing campaigns and projects are documented, completed on schedule and within budget.
* Maintain quality, accuracy and integrity of marketing communications.
* SOPs are developed and regularly reviewed to reflect current practices.
* Stakeholders are aware of all relevant upcoming campaigns.
* Attend not less than 1 marketing networking event per quarter.
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# Qualifications

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| * Tertiary qualifications in business with Marketing major.
* ADMA Certificate in Data-driven Marketing highly regarded.
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# Mandatory Criteria

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| * Driver’s license.
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# Specific Requirements of the Position

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| * Ability to attend out-of-hours industry functions.
* Ability to attend weekend sales/marketing conferences.
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# Key Stakeholders

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| **Internal*** Head of Digital & Direct Marketing
* Head of Growth Strategy
* Marketing Team
* CEX Team Leaders and staff
* Sales Teams

**External** * ADMA
* Advertising, Print and Production Agencies
* Web Developers
* Marketing Production Suppliers
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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** |
| 23/02/10 | Neil Jorgensen | New template |
| 15/08/11 | Neil Jorgensen | Changes |
| 19/8/13 | A McPherson | Formatting reviewed and updated |
| 24/9/14 | N Golenkova | PD Review |
| 16/09/16 | Leeann Ellison | Changes |
| 07/02/18 | S McCalman | Updated to incorporate Values and Behaviours |
| 03/12/18 | S Young | Added a section for Content and updated reporting managers |