

POSITION DESCRIPTION

Position title:	Marketing Coordinator
Department:	Operations
Reporting to:	Sales Manager
Supervises:	Nil
Employment type:	Full Time
Classification:	Level 4 The University of Sydney Union Industrial Agreement 2001
Conditions:	35 hours per week; May include some weekends and nights as dictated by business requirements

POSITION PURPOSE

Reporting to Sales Manager, the Marketing Coordinator is a key role which supports the HostCo team with day-to-day marketing tasks and related administration including but not limited to, building brand awareness, driving engagement across various channels, executing and deploying marketing content and campaigns, being the key liaison between marketing agency. The Marketing Coordinator also supports the sales team in ad hoc tasks such as managing client requests, handling enquiries and assisting in the creation of event run sheets and orders.

POSITION ACCOUNTABILITY STATEMENTS (PAS)

Key Result Areas	Key Tasks	Key Performance Indicators
Marketing Strategy and Planning	<p>Develop marketing plans and campaign briefs in consultation with Digital Marketing Manager and Operations & Events Manager</p> <p>Work closely with the HostCo sales team to identify, develop and market seasonal promotional opportunities</p> <p>Liaise with the Operations team to ensure a coordinated approach to all promotions and offers for HostCo</p> <p>Draft effective, comprehensive design briefs for HostCo</p> <p>Manage briefs end to end</p>	<p>Implement effective marketing plans and campaign briefs with the objective of building brand, leads and driving revenue</p> <p>Effective campaign implementation delivered on time and within budget in accordance with brand guidelines</p> <p>Meet set deadlines and flag any issues with Manager early</p> <p>Achieve open and frequent communication with Manager</p> <p>Achieve positive feedback from other departments</p>

<p>Digital Marketing and campaign Implementation</p>	<p>Ensure daily and weekly communications are delivered</p> <p>Deliver digital communication campaigns by drafting copy, sourcing accompanying images and I or working with the Design team to deliver campaign artwork</p> <p>Develop an understanding of the CMS system for HostCo and manage content strategy and content upload</p> <p>Work with the external digital agency to develop and deliver SEO and SEM campaigns</p> <p>Develop annual EDM strategy and content plan</p> <p>Liaise with digital agency and develop briefs for website improvement</p> <p>Liaise with third parties to book advertising placement</p> <p>Website management</p>	<p>Content delivered to brief, on time and within budget in accordance with brand guidelines</p> <p>5% increase in traffic to website</p> <p>Monthly EDMs delivered on time in accordance with brand guidelines</p> <p>5% increase in EDM subscriber count and open rate</p>
<p>Social Media Coordination</p>	<p>Manage HostCo digital channels to maintain a well curated profile that captures the brand's image and values</p> <p>Ensure HostCo event services are adequately promoted on all social media channels associated with the brand</p> <p>Ensure all content meets brand guidelines and does not breach any University of Sydney Union policies</p>	<p>All content delivered in accordance with brand guidelines</p> <p>Social media channels checked daily and updated in accordance to the content schedule</p> <p>5% increase in Instagram followers and Facebook fans</p> <p>Content is objective, meets brand guidelines and is not defamatory or vilifying</p>
<p>Content creation and writing</p>	<p>Develop printed and digital marketing materials for for social media, advertising and promotional needs</p> <p>Develop materials for proposals and presentations</p>	<p>All copy and content produced is of high quality, to deadline and within budget and to brand guidelines</p>

	<p>Construct relevant, creative and engaging copy for the purpose of developing various audience segments and media channels</p> <p>Help review, edit and proof all written content</p>	<p>All content produced is accurate and free from error</p>
Research and Reporting	<p>Record monthly, event and campaign metrics of EDM and social media</p> <p>Collate, analyse and develop reports to guide the growth and direction of social media channels</p> <p>Provide analytics on digital channel performance</p> <p>Undertake market research to provide insights to support the development of marketing plans</p> <p>Assist in the preparation of research projects by drafting survey questions</p> <p>Report, evaluate and measure campaign effectiveness</p>	<p>Monthly content summaries and results are recorded on time and in a clear format</p> <p>Recommendations result in growth of social channels followers and engagement</p> <p>Digital channel analytics accurately captured and produced on time for monthly Board reports</p> <p>Insights into our target audiences' behaviour incorporated into content and recommendations to refine marketing plans and campaigns</p> <p>Accurate reporting of statistics provided in a timely manner</p>
Budget Tracking	<p>Effectively manage HostCo expenditure in relation to marketing</p> <p>Forecast expected spend</p> <p>Participate in budgeting process</p>	<p>No budget overspends Information reported is accurate</p> <p>Targets and needs are accurately forecasted</p>
Customer Service & Client Management	<p>Support BDM in completion of accurate and detailed run sheets</p> <p>Handle inbound client enquiries</p> <p>Manage client relationships, including liaising on event details</p> <p>Host site visits and/or menu tastings when required</p>	<p>Run sheets are accurate and detailed, and are a true reflection of proceedings</p> <p>Positive customer/client feedback</p>

<p>Work Health & Safety (WHS) Leadership</p>	<p>Ensure all work is conducted in a safe manner</p> <p>All WHS policies, procedures and instructions are complied with</p> <p>All incidents and hazards are reported immediately to Manager and People & Culture Department</p> <p>Ensure the correct usage and maintenance of safety devices and personal protective equipment</p>	<p>All incidents and hazards reported immediately</p> <p>All WHS instructions, policies and procedures complied with</p> <p>Incidents are investigated and appropriate documentation is immediately forwarded to People & Culture</p> <p>All HACCP/Food Safety program requirements complied with</p>
<p>Demonstrate commitment to the department and USU as a whole</p>	<p>Shows a willingness to assist others – both within own department and in other areas</p> <p>Forthcoming with ideas</p> <p>Performs other reasonable duties as requested by Supervisor</p> <p>Interacts with team and other stakeholders in a professional, respectful, polite and courteous manner</p>	<p>Responsive to requests</p> <p>Willing to assist in times when the area is short staffed</p> <p>Attends and interacts constructively at meetings</p> <p>Takes an interest in the challenges faced and contributes ideas/ suggestions to make improvements</p> <p>All interactions are professional, respectful, polite and courteous</p>

This position description describes in general terms the normal duties which the position is expected to undertake. However, the duties described may vary or be amended from time to time without changing the level of responsibility.

ESSENTIAL CRITERIA

- Marketing or Communications degree or equivalent
- 3+ years' experience in a marketing role, ideally in hospitality and/or events
- Ability to create and implement relevant and engaging content and implement effective initiatives
- Proven ability to drive leads in order to meet business targets
- Excellent written and verbal communication skills
- Working knowledge and experience using EDM platforms, website management applications, Microsoft Office and Adobe CS including Photoshop
- Excellent time management and organisational skills
- Ability to perform under pressure, plan workflow to meet deadlines, and be proactive in problem solving
- Ability to build and maintain stakeholder relationships

- Ability to be self-managed and able to work independently
- Superior writing skills and the ability to develop high quality first drafts
- High level of attention to detail
- High degree of professionalism and a positive, enthusiastic attitude

DESIRABLE CRITERIA

- Demonstrated understanding of the USU and HostCo
- Experience using Campaign Monitor or Salesforce
- Experience with Google Analytics and ability to make recommendations based on results
- Familiarity with web-based content management systems (CMS)
- Knowledge and understanding of youth markets
- Ability to analyse metrics and create reports

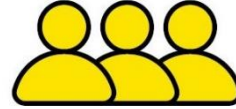
OUR VALUES



Respect



Innovation

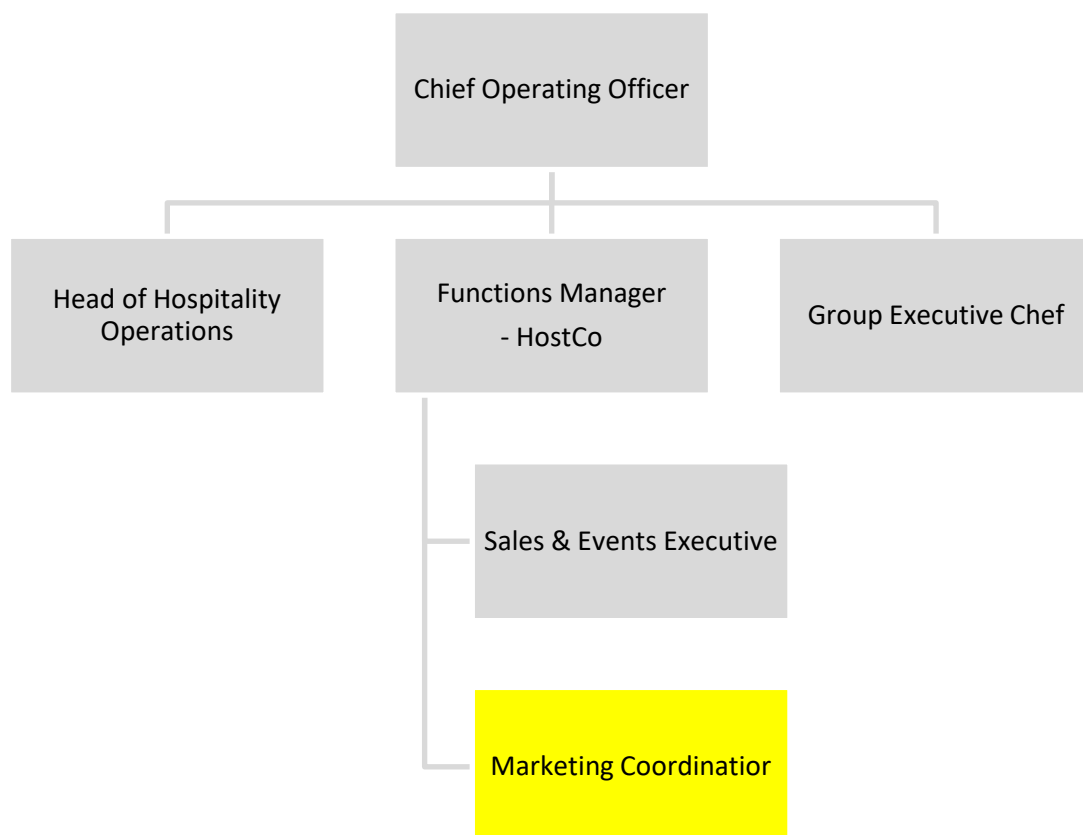


Collaboration



Honesty

TEAM STRUCTURE



Compiled by:	Sales Manager	Date:	Nov 2022
Authorised by:	People & Culture	Date:	Nov 2022
Current Employee Signature:			Date: