

# Human Resources

## Position Description



---

<b>Position Title:</b>	Brand and Marketing Coordinator
<b>Responsible To:</b>	Executive Manager: RTO and the Boards of Eighty9 Limited and Status Works
<b>Location:</b>	Hindmarsh
<b>Hours:</b>	76 hours per fortnight but subject to organisational requirements

---

### **Position Overview**

The Brand and Marketing Coordinator works closely with the Boards of Eighty9 Limited and Status Works and operational management team to promote the Organisation's diverse business and community interests. The Brand and Marketing Coordinator manages the brand integrity across the Organisations marketing initiatives and communications and additionally manages the brand integrity of contracted services. The Brand and Marketing Coordinator has oversight for the Organisations marketing collateral, including maintaining style guides and brand guidelines to ensure distribution is effective and efficient. The Brand and Marketing Coordinator works both independently and as a part of a wider team to perform a variety of Organisational marketing support services, all of which contribute to the professional promotion of the Organisation.

### **Personal Attributes**

You will be a mature minded individual with highly developed interpersonal skills, who will possess outstanding people skills that enable you to build strong relationships with key stakeholders. You will show initiative, and have the ability to prioritise work, meet deadlines and work under pressure. You must be a flexible, outcome focused individual, possessing a strong can-do attitude and be able to professionally represent the Organisation. Working across key contract areas and in conjunction with the responsible manager, you will assist with the coordination of key Organisational marketing strategies that drives business to employment and training programs. You will understand the brand requirements of outsourced government employment and training services and be able to effectively coordinate marketing of the Organisation's services and products to both internal and external stakeholders, including Employment Services providers, the not for profit sector, schools, employers and industry.

### **Responsibilities**

The Brand and Marketing Coordinator is responsible for:

- Planning and executing of communications and media actions on multiple channels, including those online and via social media
- Identifying local area marketing initiatives and activities that will suit the Organisation's business brands and services
- Raising the profile of the Organisation's as a Not for Profit and showcasing how it meets its objectives of Association
- Preparing new branding and marketing proposals and costings for presentation to the operational management group
- Inducting staff and introducing the Organisation's business brands and services that the Brand and Marketing Coordinator supports
- Providing support and guidance to internal stakeholders in order to gain suitable Participant stories and photos for use in promotional activities
- Coordinating the Organisation's Mailchimp activity and e-news.
- As required, creating and coordinating promotional collateral to establish and maintain the promotion of all contracted services, including but not limited to DES, Transition to Work, the RTO programs, Workforce Connect, Dress for Success and Geared for Success activities
- Supporting and coordinating the Organisations brand strategy, including the development of websites with the Chief Information Officer or external providers
- Analysing and reporting to the Board and operational management on Organisational marketing communication and platforms such as e-news and the business brands social media platforms.
- Coordinating the production and supply of Organisational branded stationery and marketing collateral to sites in South Australia and Western Australia
- Liaising with graphic designers and signage companies for the production of banners and the installation of graphics and signwriting on leased properties

# Human Resources

## Position Description

---



- Identifying the potential to develop key account relationships with industry bodies and stakeholders
- Ensuring relevant records of the Organisations databases are maintained and kept current
- Participating in professional development and training as required
- Involvement and participation in the Organisation's meetings and functions as required
- Other duties as directed.

### **Quality Standards, Regulations and Responsibilities:**

The Brand and Marketing Coordinator is responsible for ensuring that the following regulations, standards and codes are complied with:

- Government style and branding specifications
- Relevant Commonwealth and State legislation
- The VET Quality Framework
- The Organisation's Policies, Codes of Conduct and Procedures
- The Organisations Work Health and Safety System
- ISO/IEC 27001:2013 Information Security Management System
- ISO:9001 Quality Management System

### **Qualifications:**

- Qualifications in marketing and/or multi-media desirable but not essential
- Experience in brand development and coordinating marketing events is desirable.

### **Key Skills/Attributes:**

- A well-developed customer service focus with excellent communication skills, both written and oral
- Exceptional organisational and planning skills that contribute to effective and efficient project execution
- Highly developed interpersonal skills with the capacity to manage relationships with multiple stakeholders, internal and external
- Exceptional writing skills, including excellent spelling and grammar and an innate ability to convey (and evolve) our brands
- Highly organised with excellent attention to detail
- Demonstrated ability to multitask under pressure and work on a number of campaigns simultaneously
- Ability to problem solve that contributes to productive and creative outcomes
- Strong analytical and project management skills
- Ability to quickly gain a working knowledge of internal delivery and the services and business solutions developed by the Organisation to assist providers
- Ability to quickly gain and maintain a working knowledge of the Organisation's employment and training business activities
- Awareness of relevant legislation including Anti-discrimination, Equal Employment Opportunity, Work Health and Safety, Privacy and Freedom of Information
- Proficient in MS Office and Adobe programs

### **Additional Factors:**

- Drivers licence essential
- This position may require occasional attendance at meetings or training outside normal business hours
- This position will offer flexibility in hours of work
- National Police Clearance.
- Current COVID-19 vaccination schedule
- Working with Children Check

### **Selection Criteria**

- Experience in a similar role
- An understanding of the role that training and employment plays in moving people towards employment
- Proven ability to work as part of a dynamic, target and outcomes focussed team as well as operating autonomously.