

# POSITION DESCRIPTION

<b>POSITION TITLE</b>	<b>Marketing Coordinator – Retail Events</b>		
<b>FUNCTION</b>	Marketing & Brand	<b>DEPARTMENT</b>	Marketing - Advertising & Operations
<b>REPORTS TO</b>	Marketing Manager	<b>KEY STAKEHOLDERS</b>	Internal: CCO Portfolio, GM's, Senior Marketing Managers, Stores, Visual Merchandise, Merchandise, Store Operations, PR and Corporate Affairs External: Ikon, Clemenger, Hogarth, Talent Agencies and Local City Councils
<b>DIRECT REPORTS</b>	N/A		
<b>POSITION PURPOSE</b>	To support the implementation of the marketing plan. This includes customer journey development and assisting the team with planning all of the end-to-end marketing programs across a calendar year.		
<b>KEY RESPONSIBILITIES</b>	<ol style="list-style-type: none"> <li>1. Assist in all marketing campaign execution, including but not limited to executing tasks in relation to the go to market plan, project management, local area marketing, events, and support a drive-in media mix evolution in line with Myer's customers</li> <li>2. Build relationships with key stakeholders across the business</li> <li>3. Ensure all marketing activities are customer-centric</li> <li>4. Support and assist Marketing Manager and Specialists with tasks in line with the overall Myer Marketing Plan.</li> <li>5. Administration tasks including but not limited to event plans, sponsorship packs, PIR's and campaign timeline documents</li> </ol>		
<b>ROLE SPECIFIC SKILLS &amp; EXPERIENCE</b>	<ol style="list-style-type: none"> <li>1. Prior experience in a similar marketing role preferred, yet not essential</li> <li>2. Retail experience preferred, yet not essential</li> <li>3. Exceptional attention to detail, verbal and written communication skills with a creative flair</li> <li>4. Comfort with multi-tasking in a deadline driven environment</li> <li>5. Excellent time management skills</li> <li>6. Willingness to explore new possibilities and upskill, where required</li> <li>7. Enthusiastic team player with the ability to undertake marketing tasks as directed by Marketing Manager(s) and Marketing Specialist(s)</li> <li>8.</li> </ol>		
<b>KEY METRICS</b>	<ul style="list-style-type: none"> <li>• Increased customer count (digital and physical)</li> <li>• Improved brand health and relevancy</li> </ul>		

## CAPABILITIES

Accountability & Results Focus	Plans effectively and takes accountability for behaviour and results. Delivers on expectations in the right way at the right time	Foundational
Change Agility & Resilience	Maintains composure and focus under pressure and quickly adapts to change	Foundational
Leadership	Provides direction and purpose, and empowers, motivates and inspires others to achieve their potential	Foundational
Customer Centricity	Has the customer at the forefront of every decision and action	Foundational
Communicating with Influence	Engages and inspires others through clear and persuasive communication	Foundational
Collaboration	Builds and maintains positive relationships to drive results that delight the customer	Foundational
Entrepreneurial Thinking	Actively seeks out ways to take advantage of emerging opportunities	Foundational

## PERSONAL CHARACTERISTICS

*The specific personal characteristics and qualities needed to be successful in the role*

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| <ul style="list-style-type: none"> <li>• High energy</li> <li>• Passion for retail</li> <li>• Enthusiastic</li> </ul> | <ul style="list-style-type: none"> <li>• Customer advocate</li> <li>• High attention to detail</li> <li>• Team player</li> </ul> | <ul style="list-style-type: none"> <li>• Creative</li> <li>• Positive &amp; energetic</li> <li>• Empathetic</li> </ul> |
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## SAFETY AND COMPLIANCE AT MYER

<b>SAFETY COMMITMENTS</b>	All Myer Pty Ltd and Warehouse Solutions Pty Ltd team members are responsible for:
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|  | <ol style="list-style-type: none"> <li>1. Clearly understanding and complying with their safety related responsibilities as defined in the "SAFETY AT MYER – Shared Responsibilities Statement" located in the online induction program, Team Member Handbook and the Safety intranet site.</li> <li>2. Ensuring personal (and wider team – fully briefed &amp; coached) compliance with internal company policies, procedures and codes (e.g. Code of Conduct), and all applicable external laws, regulations, standards and industry codes (e.g. fair trading laws)</li> </ol> |
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## OUR VALUES DRIVE OUR BEHAVIOUR



### CUSTOMERS COME FIRST

Be passionate about the customer; they're at the heart of everything we do



### OWN OUR FUTURE

Be fearless, find new ways, adapt to deliver the right results



### DO WHAT'S RIGHT

Execute with integrity, be accountable & make a difference



### ONE INCLUSIVE TEAM

Care as a family, work as a team

## APPROVAL

APPROVED BY	GM Marketing	REVIEW DATE	14-MAY-2021
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The requirements and responsibilities contained in this position description do not create a contract of employment and are not meant to be all-inclusive. They may be changed during employment on an as-needed basis.