

ABC POSITION DESCRIPTION

Division: Audience & Marketing	Position Title: Marketing & Admin Coordinator
Department: Radio & Regional Marketing	
Location: Ultimo - Sydney	
Reporting to: Head, Radio & Regional Marketing	
<p>Purpose: To work within the Radio & Regional marketing team, providing admin assistance to the Head of Radio & Regional Marketing. Campaign marketing support to the Radio & Regional Marketing team as needed in an ongoing basis.</p>	
<p>Key Accountabilities:</p> <ul style="list-style-type: none"> • Provide administrative support to the Head of Radio & Regional Marketing including diary management, organising travel, meetings support, invoices, stationery, filing, ad hoc event/conference co ordination, printing/scanning (and any other general office support function). • Support the Radio & Regional marketing team in regards to basic staff admin records/requirements such as mail sorting/distribution, new starter set up, and Cabcharge management. Be the WHS and first aid representative. • Contribute to, and coordinate integrated marketing activities (including promos, above the line campaigns including digital, SEM and social media) across ABC Podcasts, RN, triple j, Double J and other channels and priorities as required • Work closely with other team members and departments to ensure all activity is current and in line with our off-air content, under the supervision of the Brand Manager, Music. • Create copy for a variety of sources including: reports, edms, ad copy, scripts etc. • Assist the Brand Manager, Music in the management of industry sponsorships, events and activities which may include generation of marketing collateral or materials. • Coordinate communications with various internal and external stakeholders to ensure that day to day activities occur timely and accurately. • Coordinate the establishment and regular update of a database of marketing activity including post analysis and review. • Assist the Brand Manager, Music to identify, through audience research data, opportunities to increase audience reach and share. • Provide marketing and administrative support to the Brand Manager, Music. • Actively promote the ABC values and apply all relevant workplace policies and guidelines. • All ABC staff are required to cooperate with any reasonable instruction, procedure or policy relating to safety, and take reasonable care for their own safety and that of other persons who may be affected by their conduct while at work. Additional WHS responsibilities apply to Managers and Supervisors, Divisional Directors and Other Officers. 	
<p>Key Capabilities/Qualifications/Experience:</p> <ol style="list-style-type: none"> 1. Demonstrated experience of admin support for a senior manager and team preferably within a marketing team. 2. Experience in coordinating marketing campaigns and projects and developing marketing collateral or materials. 3. An understanding of ABC Radio's content, channels and platforms and an awareness of industry trends and marketing initiatives and campaigns. 4. Strong written and oral communication skills and the ability to communicate to, and work effectively with people of all levels. 5. Experienced, proactive multi tasker with exceptional attention to detail. 6. The ability to make sound judgements, prioritise and solve problems in a dynamic environment working independently and under direction within a small team. 7. Demonstrated strong computer skills, especially with MS Word and Excel. Proven ability to develop and maintain databases, budgets and information records. 8. Knowledge and understanding of Aboriginal and/or Torres Strait Islander cultures and an understanding of the issues affecting Aboriginal and/ or Torres Strait Islander people; and an ability to communicate sensitively and effectively with Aboriginal and/ or Torres Strait Islander people. 9. An understanding of and commitment to the ABC's aims, values and workplace policies. 	