



# POSITION DESCRIPTION

Australian Broadcasting Corporation

Label	Description
Position Title:	MARKETING COORDINATOR
Position no:	50067402
Team:	[Audiences]
Department:	Audiences Marketing
Location:	Ultimo
Reports to:	GROUP MARKETING MANAGER - SCREEN 50041477
Classification:	Administrative/Professional
Schedule:	[Schedule A]
Roster cycle	[Non-Rostered]
Band/level:	[Band 4]
HR Endorsement:	11/09/2023

## Purpose

Contribute to the development and implementation of marketing planning and prioritisation for ABC platforms, content, products and services which align with ABC strategy and objectives.

## Key Accountabilities

- Under routine direction of the Group Marketing Manager - Screen, coordinate and contribute to integrated marketing campaign activities across pan ABC platforms and products, to support audience goals and objectives in line with the ABC Marketing strategy and five-year plan.
- Assist in the development and communication of marketing planning activities, including maintain central calendar (MOC) and coordinate and manage all things related to the Accelerated Marketing Planning & Prioritisation process.
- Collaborate with other team members and departments to ensure all activities are current and in line with ABC's marketing activity and strategy.
- Coordinate marketing assets, creative briefs, communication plans, reports and post analysis of marketing activity.
- Coordinate approvals and feedback for all assets, liaising with all relevant stakeholders to ensure timely delivery of campaign elements.

- Provide marketing and administrative support to the wider Marketing Manager and team as required, including monthly processing of invoices and credit cards.
- Assist in the write up, set up and distribution of newsletters and associated promotional website pages for designated markets, which includes copywriting for marketing activities, aggregating local editorial content, monitoring performance and reporting for newsletters.
- Coordinate communications with various internal and external stakeholders to ensure clear goals are articulated and activities are completed in a timely and accurate manner.
- Under routine direction of the Marketing Manager and other senior team members, approve ABC brand usage on material produced by external partners.
- Develop and maintain proactive relationships with key stakeholders, including media, partners, event organisers and other organisations to help implement ABC marketing and community engagement campaigns effectively.
- Actively promote the ABC values and apply all relevant workplace policies and guidelines.
- Cooperate with any reasonable instruction, procedure or policy relating to safety and take reasonable care for your own safety and that of other people who may be affected by your conduct while at work. Additional WHS responsibilities apply to Managers and Supervisors, Team Directors, and other Officers.

## Key Capabilities/Qualifications/Experience

1. Relevant tertiary qualifications or demonstrated equivalent skills, knowledge and experience.
2. Proficient experience in coordinating moderately complex marketing campaigns, events and projects and developing marketing collateral or materials.
3. Demonstrated ability to exercise sound judgement and solve moderately complex problems in a dynamic work environment.
4. Demonstrated proficient knowledge of broadcasting, online media, podcasting and radio as well as an understanding of ABC content, channels and platforms, marketing initiatives and campaigns.
5. Demonstrated proficient use of key social media sites including, but not limited to; Facebook, Instagram, Twitter, YouTube and TikTok, as well as sound knowledge of digital media industry developments and audience trends.
6. Proficient interpersonal and communication (written/verbal) skills with the ability to work independently or as part of a team and communicate effectively with people at all levels.
7. Demonstrated proficient ability to develop and maintain databases and information records.
8. Proficient computer skills, with an ability to use a range of marketing software.
9. **ABC Principles:** Demonstrated commitment to the ABC Principles of We are ABC, Straight Talking, People Focused, Accountable and Open & Transparent.
10. **ABC Policies:** Understanding of the relevance and scope of ABC policies and the ABC Principles and a commitment to adhere to these; particularly in relation to complying with health, safety and wellbeing requirements in the workplace and acting in accordance with the ABC Principles.
11. **Diversity and Inclusion:** Ability to communicate effectively and build relationships with people from a range of diverse backgrounds.

