



# POSITION DESCRIPTION

Australian Broadcasting Corporation

Label	Description
Position Title:	MARKETING COORDINATOR
Position no:	50037184
Team:	[Audiences]
Department:	Marketing Screen
Location:	Ultimo
Reports to:	MARKETING MANAGER SCREEN 50048421
Classification:	Administrative/Professional
Schedule:	[Schedule A]
Roster cycle	[Non-Rostered]
Band/level:	[Band 4]
HR Endorsement:	16/07/2024

## Purpose

Provide marketing support to help develop and execute strategic, creative, effective and integrated marketing campaigns for ABC content TV programs and channels.

## Key Accountabilities

- Coordinate and contribute to integrated marketing campaign activities across ABC platforms and products with a focus on screen content and brands.
- Collaborate with other team members and departments, including creative, publicity, social media and media strategy to ensure all activity is current and in line with our, on and off platform marketing activity and strategy.
- Assist the Marketing Manager in the management of 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 assets, brief creative requirements lists, Communications Plans, reports and post analysis reviews of all marketing activity.
- Coordinate approvals and feedback for all assets, liaising with all stakeholders to ensure timely delivery of campaign elements.

- Under routine direction from the Manager and other senior team members, approve ABC brand usage on material produced by external partners, and assist with the coordination of assets, reporting and distribution of assets to third party partners.
- Assist with communicating marketing plan activities to various stakeholders to ensure marketing and communications objectives are met.
- 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 equivalent skills, knowledge and experience in Marketing or a related field.
2. Moderate experience in coordinating activities related to marketing campaigns, events and projects and developing marketing collateral or materials.
3. Understanding of ABC content, channels and platforms and an awareness of industry trends and marketing initiatives and campaigns.
4. Experience with Premiere Pro, Canva and Photoshop is highly desirable.
5. Proficient written and oral communication skills with the ability to communicate in a clear and organised manner and work effectively in a small team and independently under routine direction.
6. Proficient problem-solving skills with the ability to exercise sound judgements and prioritise and solve moderately complex problems in a dynamic work environment.
7. Demonstrated proficient ability to develop and maintain databases, budgets and information records.
8. Demonstrated proficient ability to use a range of applications and databases with the ability to apply new/changing software application.
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.

