

| Position Details | |
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| Position Title | Marketing Coordinator |
| Business Unit | Lotteries |
| Location | Based at Mater Foundation, 14 Stratton Street, Newstead |
| Appointment Status | Full Time |
| Contract Hrs per F/N | 76 hr / fortnight |
| Nature of Appointment | Permanent |
| Organisational Information | |
| Mater Foundation | <p>Mater Foundation links community and philanthropic support to Health, Research and Education services at Mater.</p> <p>We promote, engage and steward philanthropic support to fund clinical care, education and medical research for the prevention and treatment of disease in people of all ages.</p> |
| Business Unit | <p>Mater Lotteries is a major component of Mater Foundation.</p> <p>Mater Lotteries coordinate two key Lottery programs to raise funds. These are:-</p> <ul style="list-style-type: none"> ❖ Mater Prize Home Lottery. This lottery gives supporters the chance to win a million dollar + home. There are six Mater Prize Home Lotteries each year. ❖ Cars for Cancer Lottery - raises funds for research into cancer and improved treatment for patients. There are six Cars for Cancer Lotteries per year. |
| Purpose of the Position | |
| Primary Purpose | <p>The primary purpose of the role is to assist in the briefing, campaign management, production, and execution of ATL marketing campaigns to support both the Mater Prize Home (MPH) and Cars for Cancer (CFC) programs.</p> <p>There are 12 campaigns per year (6 for MPH) and (6 for CFC) that span multiple channels including TV, BVOD, Advertorials, long form video, social media, Radio, Direct Mail & Print.</p> <p>You will be responsible for helping manage the campaigns end-to-end from creative briefing, to developing campaign timelines and coordinating with external agency partners across creative, media and production to ensure campaigns are delivered on time and on budget. You will also be responsible for the creation of Direct Mail components for the lottery programs.</p> <p>Strong collaboration with our internal digital and CRM teams is also required to provide alignment on brand messaging and tone of voice across channels to ensure all campaigns are consistent and integrated.</p> <p>This role reports to the Senior Marketing Manager – Lotteries and is both varied and hands-on, so you will need to excel in a fast-paced environment and be able to deal with multiple priorities and tasks in a streamlined approach.</p> |

Key Relationships

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| Reports To | Senior Marketing Manager |
| Direct Reports | NA |
| Key Relationships | Senior Marketing Manager, Lotteries Marketing Specialist, Lotteries Operations Specialist |

Criteria for Appointment

Experience, Skills and Attributes

Skills -

Mandatory skills:

- Both a creative and a strategic mind are essential for this role
- Communication skills of a high level
- Copywriting experience
- Understanding of customer segmentation
- Practical experience of all aspects to the marketing mix
- Understanding of supporter centric marketing
- Modern analytical capabilities
- Ability to drive, and hold a clean and current driving license
- Ability to work out of hours on location shoots across SE Queensland and be able to assist with movements of props.

Skill requirements:

- Agency management skills: The ability to develop relationships with our agencies and to get the most out of our partners.
- Writing skills: Ability to develop creative content tailored to the channel and audience. A good command of storytelling is essential.
- Attention to detail: Ability to proof marketing collateral, identify errors and assess effectiveness at achieving key objectives.
- Numeracy and analytical skills: Ability to report on and analyse campaign results using this to recommend future tactics.
- Project management skills: Demonstrated ability to coordinate clear project plans and timelines, regularly communicate with stakeholders and monitor project progress.
- Interpersonal skills: Ability to work collaboratively across the organisation, with external agencies and media partners, and foster support to achieve campaign objectives.
- Time management / organisational skills: Demonstrated ability to plan, prioritise and organise work tasks to ensure timely completion of tasks within deadlines. Work outside of normal working hours will be required.
- Communication skills: Ability to use clear concise language in verbal and written communication.
- Administration skills: To provide administration support to the team including quoting, raising PO's, budgeting, and other tasks as required.
- Computer skills: Understanding of contemporary computer programs, specifically:

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| | <ul style="list-style-type: none"> ○ Competent usage of MS Word (letters, mail merging) and Excel. ○ Competent usage of MS Outlook (email and task scheduling), and presentation software (PowerPoint and publisher). <p>Attributes –</p> <ul style="list-style-type: none"> ➤ <u>Reliability</u>: Demonstrated reliability to complete scheduled tasks and meet deadlines including demonstrating the work ethic expected within the Lotteries program ➤ <u>Transparency</u>: Openness and willingness to share and disseminate information and services that will help advance the programs strategic objectives ➤ <u>Ownership</u>: Willingness to take ownership of problems and work proactively to find solutions with peers and colleagues ➤ <u>Accountability</u>: To maintain accountability and promote a culture of inclusion, diversity of thinking and mutual respect and support |
| <p>+ -</p> <p>Qualifications, Knowledge and Training</p> | <p>Qualifications</p> <ul style="list-style-type: none"> ➤ Tertiary qualification in marketing, media and or a related discipline ➤ At least 3+ years relevant work experience within a marketing team <p>Knowledge</p> <ul style="list-style-type: none"> ➤ A thorough understanding of marketing principles and practice ➤ A deep understanding of supporter centric marketing ➤ An understanding of marketing best practice techniques ➤ A background in creative agencies would be highly valued |
| <p>Other</p> | <ul style="list-style-type: none"> ➤ As this role requires continuous improvement of processes and procedures, we required a demonstrated ability to <u>maintain and promote a flexible and positive approach to change</u> ➤ This position will require <u>out of hours work</u>, such as location media shoots, attendance at Mater Foundation meetings, special events and related activities |

| Version Control | |
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| Last Updated | May 2023 |
| By | Rachel Claessen Senior Marketing Manager Lotteries |

Position Key Responsibilities & Outcomes

Purpose of the Position

The primary purpose of the role is to assist in the briefing, campaign management, production, and execution of Above the Line & Direct Mail campaigns to support both the Mater Prize Home (MPH) and Cars for Cancer (CFC) programs. This includes planning and attendance at media shoots across SE Queensland.

| Key Responsibilities | Key Outputs and Outcomes |
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| <u>Above the line media (ATL)</u> | <ul style="list-style-type: none"> ➤ To assist with campaign briefing, planning and execution of ATL media for Mater Prize Home and Cars for Cancer through liaison with agencies and media partners, in an accurate and timely manner to meet all campaign deadlines ➤ To assist with the development of creative concepts in line with strategic direction of the lotteries ➤ To assist with the logistical planning of filming days, attend shoots on location, and liaise with internal and external talent and agencies. Ensure that filming is on time, content is legally compliant, it adheres to Mater health and safety and that the filming accurately reflects the strategic direction of the campaign. ➤ To develop great relations with and communicate in an accurate and timely manner with internal and external stakeholders, including agencies, networks, and lottery brand ambassadors. |
| <u>Direct Mail (DM)</u> | <ul style="list-style-type: none"> ➤ To assist with the creation of direct mail for campaigns in an accurate and timely manner. ➤ To lead the direction of key segments of the DM media plan in line with campaign strategy ➤ To control costs of print and production ➤ To engage with printers for quotes and raising PO's |
| <u>Asset creation</u> | <ul style="list-style-type: none"> ➤ To attend photography days on location and to assist with direction of shoot to ensure images are representative of each campaign ➤ To assist with the creation of |
| <u>Copy writing</u> | <ul style="list-style-type: none"> ➤ To write accurate and engaging copy that matches campaign creative and strategy. This will include TV scripts, letters, briefing documents, run sheets, emails, |
| <u>Cause</u> | <ul style="list-style-type: none"> ➤ To create an emotional connection with supporters through the development of patient stories. ➤ To assist with the creation of video content for patient cause stories for internal and external use ➤ To undertake work on cause stories with Mater Researchers, clinicians, and patients in a |

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| | <p>respectful and positive manner.</p> <ul style="list-style-type: none"> ➤ To understand Mater brand principles and ensure that these are maintained in the creation of cause assets |
| <u>Stakeholder Management</u> | <ul style="list-style-type: none"> ➤ Build and nurture respectful working relationships within the Lotteries team, stakeholders across the wider Mater Foundation business, and external agencies and media partners to ensure that Lotteries programs receives the necessary support and inputs from the wider business and |
| <u>Briefing</u> | <ul style="list-style-type: none"> ➤ Drafting and preparing of agency briefs and project timelines and budgets ➤ Working closely with Senior Marketing Manager – Lotteries to ensure all supporter facing communications adhere to brand guidelines and capture our tone of voice |
| <u>Reporting & Competitor Monitoring</u> | <ul style="list-style-type: none"> ➤ To create weekly executive summaries of key findings from DM and ATL ➤ To report key findings to team meetings as requested to do so |
| <u>Comply with workplace safety policies, practices, and instructions to create and maintain a safe work environment.</u> | <ul style="list-style-type: none"> ➤ Actively identify and report safety hazards and incidents immediately. ➤ Demonstrate duty of care. |
| <u>Positively contribute to organisational activities and office environment, inclusive of involvement in meetings and other development requirements.</u> | <ul style="list-style-type: none"> ➤ You will be perceived by Mater Foundation colleagues as a staff member who has a positive and constructive contribution to the work environment and team activities. ➤ Attend and assist with Mater Foundation meetings and events as required. |
| <u>Contribute to the continuous review and improvement of systems and processes.</u> | <ul style="list-style-type: none"> ➤ Contribute ideas and suggest new ways to improve efficiency and work unit outcomes. ➤ Maintain and promote a flexible and positive approach to changes in work situations. |

Additional Information

- All positions are expected to promote, uphold, and implement the mission, visions and values of the Mater Foundation and Mater.
- This position will require some out of hours work from time to time, such as attendance at special events