



POSITION DESCRIPTION

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| Position Title | MARKETING COORDINATOR | Position No. | 50047880 |
| Team | [ABC Commercial] | Classification | [Administrative/Professional] |
| Department | Publishing & Licensing | Schedule Roster Cycle | [Schedule A] [Non-Rostered] |
| Location | Ultimo | Band / Level | [Band 4] |
| Reports to | HEAD ABC PUBLISHING AND LICENSING 50012489 | HR Endorsement | 25/08/2020 |
| Purpose | | | |

To coordinate and execute best practise marketing and digital communication campaigns for ABC Publishing and Licensing consumer products and brands and support the delivery of business unit KPIs.

Key Accountabilities

- Under direction from the product and marketing teams, develop marketing campaigns for digital, social and third-party platforms that drive both engagement and consumer intent for key releases.
- Coordinate Publishing and Licensing's content contribution to ABC Kids Community and ABC Commercial's Entertains Me Facebook pages, posting regularly and moderating these posts.
- Seek opportunities for the promotion of key releases and brands across ABC social and radio.
- Coordinate and brief creative assets for priority marketing campaigns; including creation of CR list, submitting creative request, seeking approval of assets, actioning feedback and final delivery on deadline.
- Produce campaign reports for internal stakeholders and external partners that highlight the marketing value delivered, assess effectiveness of these activities and recommend new initiatives and opportunities.
- Coordinate competitions on ABC and third-party platforms, including set-up of competition pages, drafting terms & conditions, management of entries and prize fulfilment.
- Under direction from the Manager and other senior team members, approve ABC brand usage on material produced by external partners.
- Work closely with a range of internal and external stakeholders to ensure business 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. Tertiary or related qualifications in marketing, communications or media highly desirable.
2. Minimum 2-3 years' experience in developing effective marketing, publicity and digital campaigns through owned, earned and paid media.
3. Demonstrated experience managing a brand's social media channels and building community engagement, including content creation and development of tone of voice.
4. Excellent copywriting and proofreading abilities; demonstrated ability to write for a range of media and audiences.
5. Experience using PowerPoint and Adobe Creative Suite (Photoshop, InDesign and Premiere Pro).
6. Proven ability to work effectively within a team and autonomously, be proactive about marketing opportunities and manage priorities and problem-solve in a dynamic environment.





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7. Outstanding administrative organisation, strong time management skills, and close attention to detail when working at speed.
8. **ABC Principles:** Demonstrated commitment to the ABC Principles of We are ABC, Straight Talking, People Focused, Accountable and Open & Transparent.
9. **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.
10. **Diversity and Inclusion:** Ability to communicate effectively and build relationships with people from a range of diverse backgrounds.