



## POSITION DESCRIPTION

Position Title	MARKETING COORDINATOR	Position No.	50045872
Team	Regional & Local	Classification	Administrative/Professional
Department	Marketing	Schedule Roster Cycle	Schedule A Non-Rostered
Location	Darwin	Band / Level	Band 4
Reports to	MARKETING MANAGER 30005677	HR Endorsement	22/06/2020
Purpose			

Contribute to the development and implementation of marketing and community engagement campaigns for Regional & Local platforms, content, products and services with a particular focus on ABC Radio, which align with ABC strategy and objectives.

### Key Accountabilities

- Under routine and remote direction of the Marketing Manager, coordinate and contribute to integrated marketing campaign activities across Regional & Local platforms and products with a particular focus on ABC Radio to support stations' goals and objectives in line with the ABC Marketing strategy.
- Assist in the development and communication of marketing plan activities in collaboration with various stakeholders to support the achievement of marketing and communication objectives.
- Collaborate with other team members and departments, including creative, publicity, social media and integrated media teams 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 Marketing Manager and team as required, including monthly processing of finances 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.
- Initiate and develop relationships with key stakeholders, including media, partners, event organisers and other organisations to coordinate ABC marketing and community engagement campaigns effectively. Manage associated databases.
- 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.





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2. Proficient experience in coordinating moderately complex marketing campaigns, events and projects and developing marketing collateral or materials.
3. 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. Strong 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.
6. Demonstrated proficient ability to develop and maintain databases and information records.
7. Demonstrated ability to apply or adapt to software applications, including CRM systems, social media, Google Analytics and ABC systems.
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.