



POSITION DESCRIPTION

Australian Broadcasting Corporation

Label	Description
Position Title:	MARKETING COORDINATOR
Position no:	50014129 BACKFILL
Team:	[Audiences]
Department:	Marketing Projects Delivery
Location:	Ultimo
Reports to:	MARKETING LEAD, OPERATIONS 50060821
Classification:	Administrative/Professional
Schedule:	[Schedule A]
Roster cycle	[Non-Rostered]
Band/level:	[Band 4]
HR Endorsement:	3/09/2024

Purpose

Support the delivery of Marketing initiatives and projects, to help drive growth and engagement of ABC audiences, and improved audience experience through 1:1 and Audience Support channels.

Key Accountabilities

- Under routine direction of the Marketing Lead, Operations:
 - Coordinate and support the build and delivery of 1:1 Marketing campaigns and ABC newsletters, including assisting with the implementation of test and learn strategies, to drive growth and engagement of ABC audiences.
 - Assist with reporting and measurement requirements across Marketing, including compiling and managing routine reports to track performance of Marketing and Account activity.
- Develop and maintain the 1:1 marketing campaign schedule, coordinating the trafficking and prioritisation of campaign briefs and creative assets to ensure campaigns and newsletters are delivered to deadline.
- Maintain Marketing processes and documentation, including (but not limited to) training material, process flows, procedure manuals, presentations, FAQs, governance, and communications material as required.

- Provide coordination and administrative support to the Marketing Lead and 1:1 Audiences team as required, including supporting with invoices, team administration, or other tasks as required.
- Develop and maintain proactive relationships with key stakeholders, including Marketing, Analytics, Audience Support, Content and Product teams as well as external suppliers to support effective and collaborative delivery of Marketing projects.
- 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, experience and interest in Marketing, Communications, or a related field.
2. Proficient knowledge and moderate experience in supporting marketing campaigns and delivery, particularly via the email channel. Prior experience in managing newsletters or using email platforms highly regarded.
3. Proficient knowledge and moderate experience in working on digital tools and platforms, and the ability to upskill and learn new tools and processes quickly.
4. Some experience and understanding in data measurement, privacy, and consent and ability to maintain information records.
5. Proficient interpersonal and communication (written/verbal) skills with the ability to work independently or as part of a team, and ability to exercise sound judgement and solve moderately complex problems in a dynamic work environment.
6. Proficient computer skills and demonstrated ability to use a range of software and applications, including but not limited to CRM tools, email marketing platforms, Google Analytics, MS Office.
7. **ABC Principles:** Demonstrated commitment to the ABC Principles of We are ABC, Straight Talking, People Focused, Accountable and Open & Transparent.
8. **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.
9. **Diversity and Inclusion:** Ability to communicate effectively and build relationships with people from a range of diverse backgrounds.

