

## Position Description

### Coordinator, Campaigns

Department: Marketing  
 Reports to: Marketing Manager  
 Location: Brisbane, Sydney, Melbourne, Adelaide, Perth

#### Position Purpose

Under direction of the Marketing Manager, the Coordinator, Campaigns is responsible for coordinating campaign marketing initiatives and the provision of marketing services and support, to achieve business performance targets, stakeholder engagement and community outcomes.

#### Position – Key Result Areas

The Coordinator, Campaigns works under direction of the Marketing Manager in delivering against each of the areas of accountability outlined below.

The Coordinator, Campaigns is a member of the Marketing team with shared responsibility for the effective operation of systems and processes that support the organisation’s programs and services, with a focus on quality and continuous improvement.

The Coordinator, Campaigns works collaboratively across specific business units to implement agreed strategies, to ensure alignment of all cross-functional responsibilities, and achievement of agreed business objectives and community outcomes.

#### Accountability [1-4]

<b>Has direct responsibility over</b>	<b>[1]</b>	<b>Recommends, advises, interprets</b>	<b>[2]</b>
<b>Shares responsibility with others</b>	<b>[3]</b>	<b>Provides information</b>	<b>[4]</b>

#### Campaign Marketing

Coordinates the implementation of agreed marketing plans across the full range of Deaf Connect programs and services. [1]

Coordinates the development and supports the implementation of end-to-end marketing campaigns and campaign elements across a range of channels to achieve campaign objectives. [1]

Coordinates processes to ensure the consistent application of agreed brand principles and key messages across all campaign development and delivery. [1]

Briefs external design agencies, printers and suppliers on required marketing collateral for marketing campaigns according to agreed schedules, budgets and processes. [1]

Works collaboratively with the Marketing and Growth & Engagement teams, sharing ideas and contributing to the development of campaign plans. [1]

**Analysis and Reporting**

Participates in campaign analysis, and produces, maintains and distributes campaign metrics and reports relating to marketing campaigns and initiatives across all channels. [1]

**Account Management**

Coordinates and administers campaign marketing arrangements with internal and external customers, including account management and administration. [1]

**Systems and Processes**

Maintains and administers a range of campaign marketing systems, tools and resources with a focus on continuous improvement. [1]

Provides campaign marketing services and support for all programs and services. [1]

**Compliance**

Coordinates processes required to meet compliance standards and legislative requirements relating to marketing campaigns and initiatives for all programs and services. [1]

**General**

Other duties as directed by the Marketing Manager. [1]

Comply with Deaf Connect policies and procedures for workplace health and safety, ensuring that you do not place yourself or others at risk of injury. [1]

Understand and work within the relevant parts of the Deaf Connect quality management system. [1]

**Decision Making**

**Decisions**

Time management, work priorities and procedures.

**Recommendations**

Marketing, communications and engagement campaigns, initiatives and processes.

### Primary Relationships

#### Internal

Marketing Manager

Marketing and Growth & Engagement teams

Program and Service teams

#### Purpose / Relationship

Line management, development, recommendation, reporting, advice and support

Collaboration, recommendation, reporting, advice and support

Collaboration, advice and support

#### External

Agencies and suppliers

Customers and community

#### Purpose / Relationship

Briefs, booking of marketing campaign activity

Engagement, service and support

#### Persons/functions that report to this position

Nil

#### Role / Relationship

### KNOWLEDGE AND SKILLS

Requirement for skills / knowledge in this position

[N]	None	[L]	Little need	[D]	Desirable
[M]	Moderate	[I]	Important	[C]	Critical

	N	L	D	M	I	C
Innovating				*		
Planning					*	
Organising						*
Patience & Friendliness					*	
Customer/Client Orientation					*	
Administration						*
Auslan			*			
Professionalism					*	
Acceptance					*	
Problem Solving					*	
Deciding				*		
Implementing						*
Communicating						*
Flexibility					*	
Consulting					*	
Participating					*	

**Selection Criteria**

**Essential**

- Relevant experience in campaign marketing coordination.
- Highly organised and capable of managing multiple campaigns at any one time.
- Understanding of data, metrics and analysis with the ability to produce reports.
- Knowledge of a range of contemporary marketing systems and tools.
- Ability to work effectively as part of a multidisciplinary team as well as with a broad range of internal and external stakeholders.
- Strong communication skills.

**Desirable**

- Tertiary qualifications in marketing, communications or a related discipline.
- An understanding of the community or not for profit sector.
- Auslan skills, or a willingness to learn.

**Please sign below your agreement of the above position description**

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(Please Print Name)

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(Signature)

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(Date)