

Position Description – Marketing Coordinator

Job Specification

Job Title:	Marketing Coordinator
Department:	Marketing
Reports To:	Head of Marketing & Communications
Direct Reports:	Nil

Job Scope

Under the direction of the Head of Marketing & Communications, the Marketing Coordinator role acts as a critical support for the day-to-day activities of the Marketing department. Key areas of focus include community outreach, content creation and engagement across the Festivals communication channels, marketing collateral production and distribution, systems support and maintenance.

Key Accountabilities	Tasks	Results – all results are applicable for/related to the upcoming Darwin Festival
Marketing 25%	<ul style="list-style-type: none"> Assist with the planning, design and execution of the annual Festival marketing campaign as well as targeted campaigns for individual events Coordinate stakeholder management to support the execution of the departments marketing requirements Assist with signage inventory management and collateral distribution to ensure widespread promotion of the Festival and Festival initiatives (such as sustainability) Assist with the delivery of the Festival’s annual community engagement programs including community outreach activities 	<ul style="list-style-type: none"> Successful delivery of each stage of marketing campaigns, initiatives and activities to the satisfaction of the Campaign Manager All marketing activities conducted in a timely and professional manner - focusing on relationship management principles, strong community engagement, and alignment with Departmental goals and objectives, to deliver optimum results

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<p>Social Media & Public Relations 20%</p>	<ul style="list-style-type: none"> Support the management of Festival social media streams including content creation, comment responses and engagement reporting (Noting: follow directives of Social Media Contractor as required) Support the planning and execution of public relations and media activities including media asset collation 	<ul style="list-style-type: none"> All social media and public relations activities conducted in a timely and professional manner - focusing on strong community engagement, and alignment with Departmental goals and objectives, to deliver optimum results
<p>Administration 20%</p>	<ul style="list-style-type: none"> Assist with brand and annual season identity implementation and proofing in accordance with the Festival’s brand communication guidelines Management of Darwin Festival accreditations Statistical and data collection activities for market analysis and key reporting requirements. Preparation and updates of Darwin Festival marketing templates, presentations, dashboards etc Data entry in support of all Marketing Department and Darwin Festival activities and initiatives – Datafest, Freshdesk Provision of administration support to Campaign Manager and Head of Marketing including Brolga Award submissions, campaign reports, etc. Update and refresh organisational handbooks and presentations Assist with development, updates and maintenance of the Festival website as well as other key marketing systems Coordinate Festival accreditation and permissions 	<ul style="list-style-type: none"> All marketing administration duties and activities completed promptly, with strong attention to detail and conducted in a supportive, timely and professional manner
<p>Communication 15%</p>	<ul style="list-style-type: none"> Maintain articulate and accurate communications in accordance with Festival brand and tone in all campaign collateral 	<ul style="list-style-type: none"> Demonstrated effective communication and collaboration with all Festival team members and related stakeholders

Key Accountabilities	Tasks	Results – all results are applicable for/related to the upcoming Darwin Festival
	<ul style="list-style-type: none"> • Work collaboratively with all Festival team members to ensure open and clear sharing of information across all channels • Communicate and maintain relationships with stakeholders critical to the delivery of Darwin Festival marketing operations and campaigns 	<ul style="list-style-type: none"> • All communications in the execution of responsibilities are timely, professional and in accordance with Darwin Festival’s policies and procedures
<p>General Duties 5%</p>	<ul style="list-style-type: none"> • Attend Festival functions, program briefing and team meetings as required • Any other duties as directed by Head of Marketing & Communications 	<ul style="list-style-type: none"> • Proactive and punctual attendance at all required meetings • All assigned duties carried out in a proactive, positive and professional manner at all times
<p>Teamwork 5%</p>	<ul style="list-style-type: none"> • Always maintain professionalism and follow standards as outlined in the Employee Handbook or relevant document. • Follow direction as given by senior team members • Adhere to Darwin Festival Values and Code of Conduct as outlined in the Employee Handbook • Respect for the work environment, each other and all stakeholders • Foster a collaborative team environment where creativity, suggestions and ideas are actively encouraged • Support other team members by being understanding, approachable and patient • Punctual to all work-related events including but not limited to start time, meetings and onsite work • Take an active role in procedures and initiatives, including but not limited to: WH&S, Project Management, HR Induction, Onboarding etc. 	<ul style="list-style-type: none"> • Full compliance and advocacy for all points raised
<p>WHS 5%</p>	<ul style="list-style-type: none"> • Raise and report any or potential hazard or incident in the first instance within enableHR and to your direct Manager 	<ul style="list-style-type: none"> • All WH&S matters raised with your Manager in the first instance

Key Accountabilities	Tasks	Results – all results are applicable for/related to the upcoming Darwin Festival
	<ul style="list-style-type: none"> • WH&S compliance – observe all work health and safety and Darwin Festival policy and initiative requirements to contribute to a safe, healthy and ethical workplace • Ensure you have contributed to the consultative process by advising management of any past, present or potential WH&S risks 	<ul style="list-style-type: none"> • Adherence to all WH&S policies, procedures and instructions • Promoter of best practice WH&S at all times
Compliance 5%	<ul style="list-style-type: none"> • Demonstrate 100% compliance with any relevant government legislation • Be fully conversant and compliant with all Darwin Festival Policies and Procedures • Ensure internal control procedures are followed through (e.g. correct forms used to action associated tasks) 	<ul style="list-style-type: none"> • No instances of non-compliance • Promoter of compliance within the organization at all times

Person Specification

Experience	Education	Personal Attributes	Potential	Alignment with Organisational Values
<ul style="list-style-type: none"> • Proven experience in a similar role with working knowledge of marketing practices and campaign execution • Development and distribution of marketing and promotional materials & collateral 	<ul style="list-style-type: none"> • Relevant tertiary qualification or demonstrated equivalent competency 	<ul style="list-style-type: none"> • Excellent verbal and written communication skills and the ability to build a rapport with a range of stakeholders to encourage cooperation and collaboration • Strong work ethic with excellent attention to detail 	<ul style="list-style-type: none"> • Number of potential career options dependent on business needs and the contribution, experience and desire of worker 	<ul style="list-style-type: none"> • We ensure a safe and healthy workplace for all • We believe in honesty and acting with care, diligence and integrity in everything we do • Foster a culture of mutual respect with the proper

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<ul style="list-style-type: none"> • Digital marketing experience including demonstrated content management including content composition and posting, positive community engagement and reporting • Data and statistic collection, analysis and reporting • High level organisational and administration skills with a customer-oriented approach • Sound knowledge of market research techniques and databases • Excellent computer skills – strong proficiency in Microsoft & Adobe suites • Proven attention to detail and follow through 		<ul style="list-style-type: none"> • Demonstrated capacity to meet multiple deadlines with an ability to work in a systematic way • Capacity to work as part of a small busy team under pressure, with a positive, collaborative, respectful and inclusive attitude. • Excellent decision-making skills to reduce chances of error • Proactive and pragmatic approach to responsibilities - able to show and share enthusiasm with Team. • Highly computer literate, able to self-administrate, pick up new systems and processes quickly and also share expertise readily with others. 		<p>regard for the rights and dignity of others</p> <ul style="list-style-type: none"> • We strive for compliance and continuous improvement daily teamwork – we enjoy our work and work collectively to achieve goals • We are accountable for our actions, performance and behaviours

Acknowledgment

Please acknowledge that you understand and will abide by this position description by signing both copies, one copy should be retained by yourself and the other copy is to be returned to the Human Resources Department.

Employee		Signature	Date	
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