

POSITION DESCRIPTION

Position Title	Marketing Coordinator
Current Incumbent	New Role
Department	Marketing & Communication
Location	Milton – Support Services
Reports To (<i>Position</i>)	Executive Lead, Marketing & Communication
Positions Reporting to this Position	Nil
Effective Date (of PD)	February 2019

Main Purpose/ Primary Objective	As a critical member of the Marketing and Communication team the Marketing Coordinator will apply their knowledge of marketing, communication, relationship-building, promotions and event management to ensure Lutheran Services delivers marketing campaigns and projects that delivers results.
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Key Accountabilities/Key Result Area	
<ul style="list-style-type: none"> • Coordinating website maintenance, creating local digital content and preparing digital content plans. • Sourcing newsletter and public relations content across all sites. • Production of promotional materials and collateral. • Coordinating key elements of marketing campaigns across digital media, online, EDM platforms, internal and external communications, advertising, promotions and e-newsletters. • Maintain and track marketing and sales plans all across all Lutheran services sites. • Undertake desk top market research. • External agency liaison. • Prepare performance reports. • Financial and budget processing and tracking. • Event management. • Support the marketing and communication team to achieve the goals, strategies and outcomes relative to strategic marketing objectives based on the Lutheran Services Business Plan. 	

Key Relationships/ Interactions	<ul style="list-style-type: none"> • Marketing and communication team. • External suppliers and agencies. • Internal service managers and leaders.
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Position Requirements (Knowledge and Experience)	<ul style="list-style-type: none"> • Tertiary qualifications in Marketing and/or Communications or relevant • 5+ years' marketing or advertising experience in a full-service marketing team • Experience in all parts of the marketing mix including digital marketing. • Experience in a commercial or competitive sector. • Strong attention to detail. • Experience using Microsoft Office suite to create business presentations and documents • Proven ability to take initiative, work autonomously and productively as part of a team • Exceptional interpersonal verbal and written communication skills, proven ability to maintain professional relationships with key stakeholders, both internal and external • Proven examples of collaborating, negotiating and communicating with a range of audiences and stakeholders both internal and external
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Culture	<p>At Lutheran Services are building a culture that supports high performance. Our leadership team believes a high performance culture will be characterised by:</p> <ul style="list-style-type: none"> ▪ a learning and growing environment ▪ a high achievement orientation ▪ a sharing environment - information, resources, ideas and goodwill ▪ commitment to being the best we can be ▪ humility, fairness and openness in how we go about our work. <p>All within the context of acting in the best interests of Lutheran Services, and working in accordance with our Values.</p>
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Prepared By	<i>Date</i>	/	/	
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We certify that the content of this position description is accurate:

Incumbent's Signature	<i>Date</i>	/	/	
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Manager's Signature	<i>Date</i>	/	/	
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