

INFORMATION PACK



Marketing Coordinator



Sydney, NSW



About Canteen

We get it. Just when life should be full of possibilities, cancer crashes into a young person's world and shatters everything.

We help young people cope with cancer in their family. Through Canteen, they learn to explore and deal with their feelings about cancer, connect with other young people in the same boat and if they've been diagnosed themselves, we provide specialist, youth-specific treatment teams.

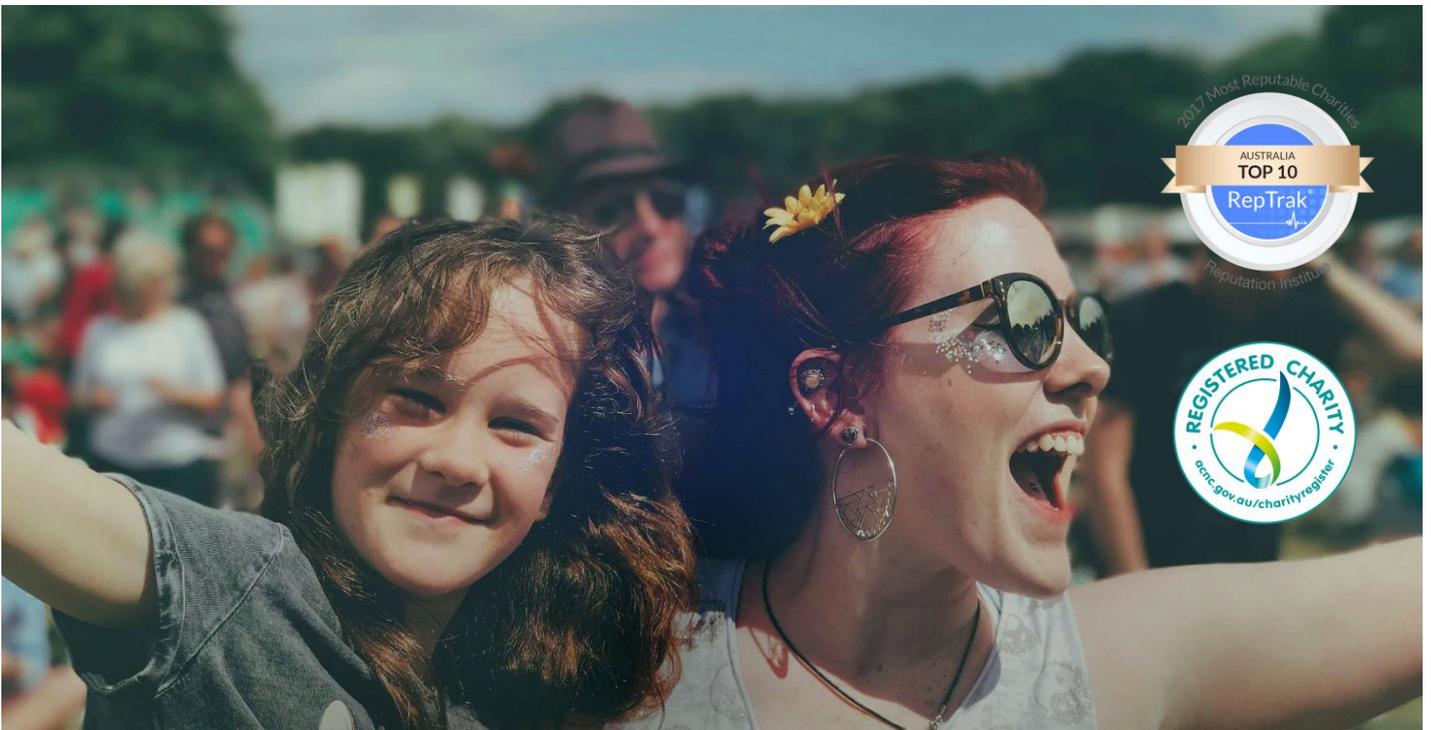
No matter which role you are in, working for Canteen is a chance to support young people rebuilding the foundations that crumbled beneath them when cancer turned their world upside down.

Life at Canteen

Canteen is one of the most highly regarded not for profits in Australia (4th in fact) with one of the most recognisable brands across the country (who doesn't know about the bandanna!).

Working for Canteen is an inspiring, rewarding and purposeful experience that really enables you to be at your best. Canteen has a passion for all things people, and as well as a range of benefits including a tax-effective salary packaging scheme, mobile phones and an in-house leadership program, we are continually working on ways to make Canteen an even better place to work. We have a culture we are proud of and want to find more people who share our commitment, enthusiasm and passion!

Through our regular staff engagement surveys, we know that Canteen is fortunate to have one of the most passionate and committed workforces in Australia!



Job Details



Job Title

Marketing Coordinator



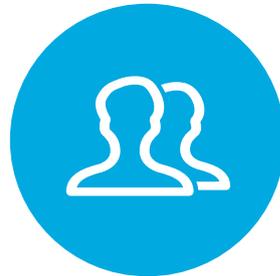
Location

Sydney, NSW



Job Type

Permanent; full-time;
37.5 hours per week



Reports to

Digital Marketing
Manager



Direct Reports

None



Closing Info

Sunday, 16th August 2020

Job Summary

Looking to use your skills to support Canteen's online marketing initiatives and make an impact for young people affected by cancer?

We are seeking a highly motivated digital professional with a passion for email marketing to help Canteen reach new audiences and deliver ongoing, personalised communication with existing supporters. With a blend of technical, analytical and project management skills, you will help deliver streamlined and integrated marketing solutions.

If you're someone who takes initiative, is able to effectively manage internal stakeholders with competing demands and can get stuck into whatever task comes their way, please send your CV and covering letter addressing the selection criteria. Your cover letter must include a specific use case for email marketing in a previous role and what part you played in this campaign.

Duties and Responsibilities

Email Marketing

Canteen is looking to significantly improve the segmentation and automation of our email communications. Working closely with external and internal stakeholders, you will assist with the development of organisational email communications. You will:

- Work alongside the Digital Marketing Manager to help move Canteen towards a more personalised email communications strategy, including working on campaign-based supporter journeys.
- Perform day-to-day email marketing activities including, but not limited to: collating and creating content, segmenting supporter data, building and deploying one-time, recurring, triggered and dynamic content-driven campaigns.
- Manage the content, overall strategy, evaluation and process for developing Canteen e-newsletters.
- Evaluate and monitor campaign performance on an ongoing basis by analysing key metrics and creating comprehensive reports.
- Train users on how to use Campaign Monitor, and advise on supporter segmentation and testing strategies, ensuring all supporter and client data is managed efficiently.
- Maintain a current understanding of email marketing best practices and apply them to the execution & development of our email campaigns.

Digital marketing

You will oversee externally managed digital campaigns alongside the Digital Marketing Manager to ensure the strategy is well-aligned with Canteen's goals and targets. Namely you will:

- Collaborate with both internal stakeholders and external agency to coordinate the delivery of strategic multi-channel marketing campaigns.
- Monitor performance of campaigns to ensure they are achieving their awareness, conversion or fundraising KPIs, and provide insights that contribute to their ongoing enhancements.

Duties and Responsibilities (cont.)

- Be responsible for collating results from multiple sources and compiling monthly reports to identify trends and help to improve performance.
- Have an interest in staying up-to-date with industry trends and news, constantly applying these insights into our digital marketing activities across the board.
- Assist with the development and execution of other marketing and communication activities as required.

Administrative and support duties:

You will also be responsible for other miscellaneous duties, including monitoring and triaging the Marketing and Communications email inbox, and other administrative duties relating to event and website management, invoicing and reporting as required.

Key Working Relationships

Marketing and Communications team, Individual Giving team, Partnerships team, Canteen Connect team, State Managers, State Support Officers and external agencies



Selection Criteria

Essential criteria

Qualifications

- Relevant tertiary qualifications in Marketing, Digital Marketing, Communications, or related fields, or experience in a similar role.

Knowledge/Skills/Experience

- Excellent written and verbal communication skills and strong attention to detail
- Ability to work well cross functionally with lots of different personalities and teams
- 3+ years' experience in a marketing / communications role
- Strong understanding of and familiarity with email marketing platforms (e.g. Campaign Monitor) and website content management systems (e.g. Wordpress)
- An understanding of how to develop segments using CRM data, and/or an interest to develop skills in this area
- An understanding of digital advertising, including social media marketing, Google Ads, Google Display Network, SEO/SEM, and/or an interest to develop skills in this area
- Proficient in Google Analytics including building reports, managing dashboards and drawing deep insights from campaigns
- Basic design editing skills (e.g. Adobe Photoshop / Illustrator).
- Effective planning, time management, and organisational skills to ensure you are able to manage competing priorities.

Desirable criteria

- Previous experience and knowledge of communicating with and marketing to the youth market (12 – 25 years)
- Previous experience working on fundraising communications
- Previous experience of creating automated supporter journeys
- Basic video editing skills (e.g. Adobe Premiere Pro)

Personal Attributes

- A desire to work for Canteen and an affinity with our mission
- Professionalism
- Enthusiasm and a “can do” attitude
- Attention to detail and commitment to quality
- Ability to work autonomously and take initiative
- Adaptable to change
- Ability to prioritise and juggle multiple, competing tasks
- A strong team player with the ability to build relationships as well as ‘push back’ when required
- High level of integrity, honesty and commitment



Hours of Work

Whilst the role is predominantly Monday-Friday office hours, due to the nature of Canteen's work, you may sometimes be required to work weekends and evenings. Advance notice will be given when this is the case, and Canteen has a generous Time off in Lieu policy for taking leave when hours in excess of the standard working week are worked.

Pre-Employment Checks

As Canteen's work involves employees being in direct contact with children and young people, employees are required to complete police and working with children checks, relevant to the State in which they will be employed.

Canteen will conduct at least two reference checks on successful applicants and may also require proof of any professional qualifications stated on an application.

General Information

All employees are required to adhere to Canteen's Human Resources Policies during the course of their employment.

Canteen is an equal opportunity employer.