

JOB DESCRIPTION

JOB TITLE:	Marketing Coordinator	DATE:	April 2021
REPORTS TO:	Chief Financial Officer	DEPT:	Marketing
HOURS:	22.8 hours per week	CATEGORY:	Permanent Part Time
DAYS:	Variable – Monday to Friday		
APPROVED BY:	CEO - Rev. Bill Crews		

JOB SUMMARY

The Marketing Coordinator is responsible for organising the marketing activities of the Bill Crews Foundation, the Bill Crews Charitable Trust, and the Exodus Foundation (under agreement). In this role you will be involved in all parts of Marketing within both organisations as well as assisting, executing marketing strategies, maintaining the companies social medial accounts and be a key point of contact with senior management.

REPORTING RELATIONSHIPS

This position report to Chief Financial Officer or such other person as may be nominated by the employer from time to time.

RESPONSIBILITIES:

- Developing and implementing marketing and advertising campaigns and working close with the Fundraising team and PR agency to develop and action fundraising marketing campaigns.
- Managing the organisations' associated social media accounts: Rev. Bill Crews Foundation (Facebook, Instagram, and LinkedIn), the Crews Café (Facebook and Instagram) and Rev. Bill Crews' personal account (Facebook and LinkedIn) where required.
- Maintain and publish content across the Rev. Bill Crews Foundation website – replying to comments, editing content, liaising with PR Manager when needed.
- Develop marketing assets when required using Canva.

DISCLAIMER: While all care has been taken in the preparation of this material, no responsibility is accepted by the author(s) s, for any errors, omissions or inaccuracies. The material provided in this resource has been prepared to provide general information only, and is not an exhaustive or comprehensive list of all possible job responsibilities, tasks and duties. The responsibilities, tasks and duties of the Marketing Coordinator may differ from those outlined in the Job Description and other duties as assigned, might be part of the job

- Assist with special events as required alongside the Community Engagement and Events Coordinator and external parties.

Providing support for other departments when necessary. Sending email blasts through Autopilot – Bill’s blogs and another communication.

DUTIES & ESSENTIAL JOB FUNCTIONS

- Responding to marketing queries via phone, email, or social media.
- Keeping abreast of industry trends and compelling marketing campaigns.
- Provide support in preparing and maintaining the company documentations.
- Review and edit company documents, campaigns and reports when needed.

WH&S RESPONSIBLE FOR THE EXECUTION OF THE SAFETY REGULATIONS

- Providing a safe work environment.
- Ensuring employees understand their WH&S role and responsibilities.
- Documenting and reporting WH&S incidences
- Consulting with employees on WH&S issues that affect them.
- Providing adequate training to employees on WH&S issues

ACADEMIC AND EDUCATION REQUIREMENTS

Essential
Bachelor’s degree in marketing, or a related field
Additional qualification in Office Administration is a plus
Strong IT skills, demonstrable use of Microsoft Word, Excel, Salesforce, Canva and email platforms such as Autopilot.
Fluent English written and verbal communication skills

WORK EXPERIENCE AND SKILLS

Essential
1 – 5 years of relevant experience
Administration experience required
Knowledge of traditional and digital marketing, content marketing, and social media marketing
Time management and ability to prioritise and triage

Solid organisational skills and detail oriented
Ability to work independently and as part of a team
Ability to comprehend and interpret competitor strategies and consumer behaviour.
Ability to gather large amounts of data and convert it into meaningful analysis.
Knowledge of standard office administrative practices and procedures
Provide a National Criminal History Record Check
Provide a Working with Children Check Number

PERSONAL QUALITIES AND BEHAVIOURAL TRAITS

Essential
Focused and professional attitude
Confidentiality and discretion
Attendance and punctuality
Hardworking, positive individual with a can-do attitude that genuinely loves helping others
Work well with others at all levels of the organisation
Have qualities of strength, calmness, and resilience
Positive individual with a can-do attitude

ACKNOWLEDGMENT FOR RECEIPT OF JOB DESCRIPTION

I have received a copy of the Job Description and have read and understand its contents.

Employee Name (Please Print)

Date

Employee Signature

Date

Supervisor's Signature

Date