

## Position Description

<b>Position Title:</b>	Senior Marketing Coordinator
<b>Salary Range:</b>	Professionals & Administrative Salaries Level 5 Step 4 – Level 7 Step 1
<b>Reporting Manager:</b>	Market Development Manager
<b>Direct Reports:</b>	None
<b>Home Group:</b>	VCGS - Strategy and Support

### Who are we?

Victorian Clinical Genetics Services (VCGS) is a not-for-profit subsidiary of the Murdoch Children's Research Institute [www.mcric.edu.au](http://www.mcric.edu.au) and provides a wholly integrated genetic testing, diagnostic and counselling service for health professionals, patients and their families across Victoria, Australia and globally. Our clinical geneticists and genetic counsellors work in close consultation with our medical scientists to provide the most accurate interpretation for complex genetic tests. VCGS also plays a pivotal role in research and development, driving translational research and policy development in the field of genetics.

### What is it like to work for us?

We are committed to ensuring a positive working environment that values all backgrounds and experiences. We cultivate an inclusive culture that is underpinned by equal opportunity for all and a culture based on respect, consideration and dignity. We are also committed to developing our people and fostering an environment where learning and development is central to our staff reaching their full potential.

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### Position Overview

VCGS is an innovative leader in the provision of genetic screening and diagnostic services at a national and international level. It is in a pivotal period of growth for reproductive genetics and genomics in healthcare, as genomic medicine moves closer to standard clinical care. This is an exciting role where you will be responsible for implementing and executing the marketing strategy for the reproductive suite of products & services at VCGS. Your primary task will be delivering effective marketing campaigns to drive positive outcomes for VCGS and the communities that we serve. Working within a broader marketing and communications team, your scope will include working with internal and external stakeholders to plan, implement and evaluate marketing activities while ensuring that the whole of marketing funnel is considered throughout a campaign's lifecycle. This in turn will support, educate and inform our key stakeholders, raising awareness of our brand and underpinning our role as a research translation partner of MCRI.

To be effective in this role you will have strong commercial acumen and demonstrated experience in marketing and/or genetics/science. In return you'll gain a breadth of experience in a unique marketing team working in the rapidly growing field of genetics and genomics healthcare.

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### Key Accountabilities

- Implementation of VCGS reproductive marketing strategy through the execution of marketing campaigns, driving engagement and awareness of VCGS products, services and educational activities.
  - Connecting VCGS message to non-genetic medical specialists to educate and expand referral base.
  - Managing multiple stakeholders, including external agencies, and work with business development managers to execute on strategy and achieve deliverables across the whole of marketing funnel.
  - Using key opinion leaders across various aspects of marketing campaigns to increase campaign reach.
  - Managing lead qualification.
  - Utilising metrics to understand and improve the effectiveness of projects and campaigns across marketing channels.
  - Monitoring administrative elements of the role including tracking marketing budget.
  - Contribute in a collaborative way to the Strategy and Support team's activities and priorities.
  - Adhering to MCRI and VCGS policies.
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## **Selection Criteria**

- 3+ years' experience in a similar role.
- Tertiary qualification in marketing, communications, or science (or related) and/or an appropriate level of expertise gained from a combination of experience, training or professional accreditation.
- Experience coordinating campaigns across multiple stages, stakeholders and time periods against a given marketing strategy.
- Experience in developing promotional resources for marketing campaigns.
- Experience tracking the performance of campaigns.
- Understanding, or ability to use, marketing automation platforms.
- Proven ability to be flexible, adaptable and self-directed to learn new things quickly.
- Demonstrated experience in basic project management and excellent organisational and time management skills.
- Demonstrated high attention to detail.
- Strong interpersonal skills and communication skills - both written and verbal.
- Willingness to contribute to the whole of marketing and communications team.
- Proficiency in Microsoft Office.
- A working understanding of SEO/SEM is desirable but not essential.

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## **Conditions of Employment**

- Working with Children & National Police Clearance (if appointed) in compliance with the Victorian Governments Child Safety Standards.
- The right to reside and work in Australia and you meeting any applicable visa conditions.

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## **Health, Safety & Wellbeing**

- We are committed to providing and maintaining a working environment which protects the health, safety and wellbeing of our people, partners and the community.
- Employees conducting duties on behalf of VCGS are expected to meet the environment, health and wellbeing requirements and responsibilities specifically required for the role.
- We are committed to supporting children in their right to be safe and adhere to the responsibilities we have to ensure their protection and safety as per the Child Safety Standards Policy.
- Specified positions may be subject to medical review to ensure that the inherent requirements of the role can be undertaken safely.

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*As VCGS evolves to meet its changing strategic & operational needs and objectives, so will the roles required of its employees. As such, this document is not intended to represent the position which the occupant will perform in perpetuity. This position description is intended to provide an overall view of the incumbent's role as at the date of this statement.*