

role description

Job Title: Marketing Coordinator

Job Type: Full time

Location: Melbourne (Hybrid working:
Remote and Office in West Melbourne)

Reports to: Head of Marketing and Growth

About the Oranges Toolkit (OTK):

The Oranges Toolkit builds mental and emotional agility through seriously refreshing workplace wellbeing and resilience training programs that equip employees to positively adapt to change, complexity, and adversity. When employees feel at their best, they are more engaged, productive and collaborative.

As a Social Traders certified social enterprise, The Oranges Toolkit's profits go to Camp Quality to support kids facing cancer in Australia. If you're passionate about social impact and working for an organisation with meaning, purpose, growth and potential – The Oranges Toolkit could be the workplace for you!

About you:

You're a curious, energetic, skilled communicator and creator. You think of others, especially your target audience, and adapt your style to be effective and engaging to achieve your desired purpose. You're collaborative, innovative, and hungry to learn.

You're motivated and thrive working in a collaborative, small team and rapidly changing environment. You share positive, uplifting energy with your colleagues and clients. You believe that supporting your teammates and enjoying your work is the key to achieving success as a business and want to work for an organisation that supports you to grow and be fulfilled.

About the role:

The Marketing Coordinator is an exciting and varied role that supports The Oranges Toolkit's brand, customer experience and growth. Working closely with the Head of Marketing and Growth, you will coordinate a range of marketing campaigns and communication activities to reach new customers and enhance the experience for current customers and subscribers. You'll be highly organised and productive, reviewing performance data regularly and looking for continuous improvements that you can make each day.

Our team celebrates the small stuff and the big wins. You'll enjoy being part of a collaborative team that gives you space and autonomy to perform your tasks, as well as guidance and direction when needed. Ultimately, you'll strengthen the positive reputation and credibility of The Oranges Toolkit brand and help the organisation to grow and have more impact!

You're responsible for:

- Working with the Head of Marketing and Growth and other team members to implement the annual marketing and communications plan including content marketing, event sponsorships, digital marketing campaigns and more
- Creating, publishing, monitoring and optimising our social media presence (including video content), supporting the follower base to grow and increasing engagement rates
- Drafting, editing and designing high quality blog posts, resources and content marketing assets in collaboration with the team and agency
- Ensuring regular and engaging communication with our subscriber base using email and other digital media, coordinating monthly e-newsletters and other campaigns
- Coordinating digital marketing campaigns (paid search and other digital advertising) in collaboration with the Head of Marketing and Growth and external agency
- Upholding the brand guidelines and tone of voice through auditing and editing of a wide range of client-facing communication material, including presentation content, image selection, emails and more
- Ensuring the website is high performing and offers an effective user experience; making improvements and updates to content where required, and optimising for search engines (working closely with external agencies)
- Identifying possible PR/media opportunities, speaking engagements and grant applications where applicable and coordinating approved activities
- Coordinating award submissions, testimonials, reviews and case studies to enhance brand credibility
- Designing visual content as required for marketing and customer engagement purposes (using Canva). Design experience is not required.
- Supporting the preparation of reports to the executive team and board members (based on performance indicators such as website traffic, lead generation, engagement and conversion rates)
- Coordinating sponsorships and representing OTK at various industry events as required
- As with all OTK team members, supporting each other as required and suggesting ways to continuously improve the business.

Skills and experience:

Required:

- Outstanding presentation and written communication skills – business writing, creative writing, editing, proof-reading
- Qualifications in marketing, communications, public relations or other related area
- Strong understanding of digital marketing, social media and customer experience management
- Appreciation for great visual design and brand development

Preferred:

- Experience in using marketing technology, such as Canva design, Hubspot CRM, Hootsuite, Google Ads / search marketing tools, Webflow CMS, Microsoft office programs and more
- Understanding or experience of Human Resources, Learning and Development and/or Wellbeing sectors

- Experience in sales, marketing or event coordination

You pride yourself in:

- Being 'tech-savvy' and creative
- 'Getting stuff done' and 'doing it well'
- Being self-motivated and using your initiative
- Your ability to quickly adapt to changing business needs

More about us

Our vision:

To become a national market leader and expand our global reach in workplace wellbeing services, providing a sustainable revenue stream to Camp Quality.

Our values:

As an organisation, we value:

- **Science:** We base our creativity on sound logic and credible evidence. We apply the latest research and theory from renowned scientific fields to provide practical tools that work.
- **Flexibility:** We are open to new thinking and ideas, willing to adapt and consistently improving.
- **Connection:** We establish trust to build genuine, inclusive and sustained relationships.
- **Zest:** Our approach is refreshing, bold and original.

Benefits of working with us:

We genuinely care about the wellbeing of our team, and we have a fun, optimistic, collaborative, and innovative culture. You will have access to our science-based wellbeing training and tools and the support of experienced colleagues. In addition to your annual leave and access to team bonuses when we hit our targets, you'll receive a quarterly 'Wellbeing Day' to spend dedicated time looking after your own health and wellbeing. To help you be at your best and to set you up for success, we offer a flexible, hybrid (remote and office-based) working environment.

Our commitment to equality:

OTK is a proud equal opportunity employer. We celebrate diversity and are committed to creating an inclusive environment for all employees and associates.