

POSITION DESCRIPTION

General Information:	
Position Title:	Marketing Coordinator (Shared)
Incumbent:	
Function & Team/Program:	Fundraising, Marketing Team
Location(s):	National Office, Sydney
Manager's Position Title:	Will change in accordance with relevant workflow requirements and campaign periods
Manager's Name:	Various – as above.
Date Prepared:	January 2025
Prepared By:	Louise Woods
Approved By:	Lisa Allan

Primary Purpose of this Position (<i>In one sentence - why does the role exist?</i>)
The purpose of this position is to provide general support for project management of mass market fundraising activities and administer and maintain project timelines in line with lodgment dates and agreed deadlines. The position will support relevant Marketing Teams to develop and lodge marketing activities that grow sustainable income through high levels of response, supporter engagement and lifetime value.

Scope:	
Direct Reports to this Position By Position Title	Indirect Reports Total Number
Nil	Nil
Financial Dimensions controlled by this Position (<i>Include key financial metrics such as revenue growth, income & expense budget, etc</i>)	
Direct control	Indirect control
Managing the submission of invoices according to relevant activity and in line with The Smith Family's financial processes.	
Other Dimensions of this Position	
<i>e.g. Number of programs, site responsibility, geographic spread of team:</i>	

- Working with the Marketing Teams, on reporting requests as well as ensuring campaign codes and mass-ups are established and uploaded accurately and on time.
- Working with the Marketing Teams internally and externally to coordinate the development of campaigns, bi-monthly brand survey, and any other reasonable ad hoc task in support of the Marketing Team.
- Briefing copywriters and designers; reviewing copy and artworks; and securing internal stakeholder feedback and approvals.
- Coordinating data through briefing the Business Information Systems team, Marketing Analytics & Reporting team and/or Digital Coordinator about campaign creative versions and final execution.
- Briefing mail houses where necessary and proofreading and quality checking all lives prior to final sign off.
- Developing internal briefs for all communications prior to launch.

Setting Priorities (*how is work prioritised*)

How often does employee prioritise their own work?	Daily, weekly and monthly according to campaign and project timelines.
How often does employee determine the priorities of others? Eg. Daily, weekly, monthly, annually, other	Not Applicable

Key Relationships (*Who does the role interact with? List the titles of individuals, departments and organisations frequently interacts with*)

Internal	• Campaign Operations Manager • Marketing Content Team • All Marketing Teams to as per activity focus • Digital Marketing Team • Fundraising Analytics and Reporting Team (FAR) • Customer Experience Team • Data Base Maintenance and Care Team •
External	• Creative Agencies • Copy writing agency • Print and Mail House • Data Agency • Telemarketing Agency • Corporate Partners, where relevant

Key Decision Making in this Role: (*What are the key decisions and recommendations made in this role?*)

Decisions Expected

- Relating to day-to-day coordination of agencies and internal stakeholders
- Relating to setting of milestones to meet key campaigns deadlines
- Relating to the reconciling and payment of campaigns invoices against quotes/estimates
- Relating to general project coordination and end-to-end campaign delivery
- Revisions of timelines that do not affect the in-market date

Recommendations Expected

- Feedback on creative concepts and copywriting
- Briefing of post campaign analysis (through FAR)
- Application of insights from reports (through FAR) and external providers
- Development of full timelines for campaign activities including actions from internal teams and external suppliers
- Managing the copy and creative review and approval process
- Feedback and recommendation on targeting and segmentation based on PCA insights and other research
- Suggestions and recommendations for process improvements

Every Team Member at The Smith Family:

- Is expected to uphold The Smith Family Values and Culture;
- Understands and complies with the Child Protection Framework;
- Takes reasonable care for the health and safety of themselves and others;
- Understands and complies with the Workplace, Health and Safety Systems;
- Reports hazards and incidents and participates in risk management as required.

Key Responsibilities / Accountabilities:

Major Area: Project Coordination

% of Job Total: 60%

- Coordinate agencies and suppliers to deliver campaign assets in line with agreed deadlines, with primary tasks including:
 - Development and monitoring of timelines, ensuring key milestones are met and stakeholders are informed and updated appropriately
 - Facilitation of creative and copy development for allocated campaign activities including mail packs, eDMs advertising artwork and digital-related assets
 - Coordination of briefing documents (data, agency, internal etc.) in consultation with relevant Project Manager/Managers and National Managers
 - Coordination of collaborative feedback and approvals (including diary management of key stakeholders for review) on creative concepts, artwork, and copy development
 - Support with Direct Mail data checking, quality control and live laser signoffs
 - Ensure that The Smith Family brand and tone of voice is represented appropriately in all aspects of appeal
- Liaising with and support key team members and stakeholders (internally and externally) to ensure smooth delivery of all campaigns, monitoring timeline to identify potential risks to lodgement and deadlines.
- Facilitate the negotiation of/change to milestones where appropriate and make recommendations to the broader team to resolve issues that jeopardise on-time lodgement
- Actively seek opportunities to innovate or identify process improvement.

Major Area: Financial Management

% of Job Total: 20%

- Working with Campaign Operations Manager, contribute to the maintenance of budget tracker for relevant campaign, ensuring alignment with approved expenditure expectations.
- Working with relevant manager support the sourcing of competitive estimates from suppliers and negotiating final costs
- Coordinate submission and approval of quotes for all work undertaken to deliver campaigns, ensuring alignment with approved expenditure budget.
- Process invoices, reconciling and cross checking with approved quotes and budget tracker

- Working closely with relevant team and Campaign Operations Manager, highlight issues with expense reconciliation or unexpected campaign costs.

Major Area: Relationship Management

% of Job Total: 15%

- Develop and maintain strong relationships with suppliers, agencies, and partners to ensure clear communication of development progress to timeline and resolution of issues.
- Foster positive and productive relationships with internal stakeholders to ensure transparency, and efficient process flow.
- Proactively update and inform key stakeholders on developments, issues, and resolutions with regards to critical components of each campaign (expenditure, deadlines etc.)
- Facilitate stakeholder input and support the resolution of conflicting feedback to ensure optimal outcome without compromising deadlines.
- Assisting the relevant Managers and National Managers with ad hoc tasks or activities as required
- Manage e filing and administration of campaign assets to ensure information is up to date and easily accessible

Major Area: Campaign Analysis

% of Job Total: 5%

- Preparation of TSF codes and facilitation of MASS Ups in consultation with relevant Manager and FAR
- Coordination of Post Campaign Analysis Briefs to be undertaken by Fundraising Insights Manager that are completed on time and deliver actionable insights
- Liaise with FAR to update or enhance tracking reports and facilitate break-fix solutions where required
- Support the implementation of test & learn guidelines and process to be adopted by relevant marketing teams and internal stakeholders.

Key Challenges in Achieving Goal(s): (What are the key challenges faced by this role in meeting goals/objectives)

- Managing the development of multiple campaigns simultaneously, ensuring purpose of each campaign is fulfilled and supports our broader campaign aims.
- Juggling competing deadlines in line with evolving priorities.
- A shift to semi-agile working will mean that, while there will be increased opportunities to learn and develop professionally, some projects will seem unfamiliar in the initial stages.
- Multi-level stakeholder management is required to ensure timely and cost-effective delivery of campaigns

Qualifications, Experience and Competencies: (What background, knowledge, experience or competencies are required to perform the role at the expected level?)

	Essential	Desirable
Education / Qualifications / Memberships:	• Relevant tertiary qualifications in fundraising, marketing or related field	• Knowledge of FIA Code
Experience:	• Minimum of three years' experience in the marketing or fundraising industry	• Experience managing creative agencies for a marketing or fundraising campaign/s • Exposure to data analysis and/or reporting.

	• Demonstrated success in project coordination of complex projects in a fast-paced environment • Experience managing expenditure within an established budget • Demonstrated experience managing multiple internal and external stakeholders to achieve an outcome	• Experience in developing data briefs • Copywriting skill
Competencies:	Essential	Desirable
	• Strong project management and organisational skills • Microsoft Office competency intermediate to advanced (Excel, Word, Power Point) • Strong relationship building and management skills • An understanding of basic budget management. • Excellent communication skills (written and verbal) • High level attention to detail • High level English grammar and spelling and strong proofreading and editing skills • Demonstrated desire to collaborate and work in a team environment.	• Understanding of Direct Marketing principles (copy, data, testing, general industry)