


Position description Marketing Coordinator			
Position details:			
Position title:	Marketing Coordinator	Reports to:	Marketing and Communications Manager
Department/Division:	Marketing and Communications	Direct reports:	Nil
Position:			
<p>The Marketing Coordinator will assist with design, implementation, management and evaluation of multi-channel marketing campaigns and activities that contribute to organisational outcomes including brand positioning, village sales, and client attraction and retention. They will coordinate the work of external marketing agencies on specific campaigns as directed. They may have some autonomy over activities and will contribute to key decisions on messaging, distribution, budgeting, branding and advertising. Activities will include copywriting, proofreading, writing articles, digital marketing, advertising, events, reporting and evaluation, market research and strategic planning.</p>			
Key responsibilities:			
<ul style="list-style-type: none"> • Assist in developing and implementing multi-channel and community-based marketing campaigns, including project management, coordination of media bookings, artwork updates, proofreading, events, digital media schedules and KPI reporting. • Research and analyse market reports, competitor offerings, demographics, and other information that affects marketing strategies. Use research analysis to provide direction to marketing manager. • Act as liaison with external marketing agencies and suppliers on specific campaigns or productions, including oversight, proofing and approvals. • Write and/or proofread creative copy, and devise (or assist with) key messaging for campaigns. May include advertisement and brochure copy up to reasonably sophisticated articles on seniors' and retirement living issues. • Maintain image library relevant to campaigns and source imagery and/or video as needed. • Assist with maintaining Goodwin's website and social media content, and email direct marketing including developing some content and assisting with strategies. • Assist with monitoring marketing and sales performance, and produce meaningful KPI dashboards to demonstrate digital channel performance and provide actionable insight. • Ensure consistent implementation and representation of the Goodwin brand in all products and activities. 			
Other:			
<ul style="list-style-type: none"> • Compliance with organisational policies and procedures, legislation, Work Health and Safety and diversity. • Commitment to quality systems and continuous improvement. 			
Selection criteria:			
Qualifications:			
Mandatory			
<ul style="list-style-type: none"> • Tertiary qualifications and at least four years' experience in marketing. • Proven track record in campaign implementation, including digital. • Experience in the retirement living, aged care or related sectors. 			
Essential Skills:			
<ul style="list-style-type: none"> • Strong writing skills and ability to direct creation of high quality content. • Strong attention to detail and ability to supervise consistent application of Goodwin branding and style. • Project management and time management skills, ability to consistently meet deadlines. 			



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<ul style="list-style-type: none"> Ability to analyse markets, competitors, strategies; and gather and analyse digital marketing performance data. Ability to provide advice to management on marketing strategies. Excellent communication and interpersonal skills with the ability to manage diverse relationships with staff, clients, residents and contractors. Demonstrated creativity and innovation to assist in the development of new marketing and communication strategies and/or materials. 	
Desirable Skills: <ul style="list-style-type: none"> Ability to use Adobe Creative Suite software will be advantageous. Ability to take editorial photographs and manipulate digitally. 	
Personal Attributes: <ul style="list-style-type: none"> High ethical standard, is trustworthy and confidential. Works well individually and as a team member. Has consideration and respect for others and their views. Adapts to changing environments and demands. Enthusiastic, energetic, projects a positive image. Good attention to detail, efficiency and effectiveness. 	
Work health and safety:	
<ul style="list-style-type: none"> Participate and contribute to Work Health & Safety practices to ensure a safe work environment. 	
Position approval:	
This position is approved under a common law contract at a negotiated salary package.	
Authorisation:	
This position description has been authorised as part of Goodwin's document management process. It comes into effect on the date indicated next to the CEO/COO signature.	
CEO/COO signature:	
	Date: 22/12/17

GOODWIN FORM