

Position Description

Position Title:	Marketing Coordinator
Hours:	Part-time (3 days a week)
Business Line:	Corporate Affairs
Reports to:	Director, Corporate Affairs

The purpose of this document is to outline, in general terms, the duties and responsibilities of this role. They should not be interpreted as being comprehensive or all inclusive.

Summary of Position

The role of this position is to support the Foundation's corporate affairs' activities. These are wide-ranging, which provides some interest, but also requires organisational skills, flexibility, and attention to detail.

The Corporate Affairs team is responsible for, amongst other things, PR and media liaison, government relations, communications, marketing, and fundraising. The team also administers the Foundation's education sessions and the national education program, and produces a range of forms and publications, including the Foundation's Annual Report. This role will be actively involved across a range of those activities

The Marketing Coordinator will support the team's planning and activities, particularly those related to

1. Organisational support for the Foundation's public events, including the Melanoma March, the Healthy Skin Awards and the Members' Special Recognition Awards Night;
2. Assisting with the provision of the educational programs conducted by the Foundation;
3. Coordinating the drafting, design and printing of the Foundation's various publications and brochures;
4. Social media support;
5. Administering the Foundation's corporate identity guidelines;
6. Database management; and
7. Stakeholder liaison.

The work will also involve contributing productively to the team's strategic planning sessions, as well as supporting and providing advice to the Foundation's senior executive team.

Key Working Relationships

Internal

Executive Director	Director, Corporate Affairs
National Education Officer	Communications/PR Officer
Clinical Operations Manager	Accounts Manager
Clinical Administration Manager	Specialist Consultants
Registrars	Clinical Staff
Administrative staff	

External

Sponsors	Executives and staff, ACD
SCFA	QID
GPs and other medical specialists	Patients & patient support groups
Media	Donors and benefactors
Suppliers	Parliamentarians & advisers
Government agencies	Companies & peak industry bodies
Trade Unions and other organisations	General public

Key Responsibilities

- General
 - Assist marketing, communications & business development activities;
 - Support production of internal and external events, including education sessions;
 - Coordination of the Foundation's publications, communications and related materials;
 - Administrative support for fundraising and sponsorship development;
 - Preparation of website and social media content;
 - Administration and oversight of the Foundation's corporate identity guidelines;
 - Database management and development;
- Support the Corporate Affairs team critically analyse, develop, manage and deliver the team's Business Plan;
- Liaise with a wide variety of stakeholders including members, senior executives, sponsors, suppliers, specialist consultants, registrars, staff and patient support groups relevant to your responsibilities; and
- Act as a point of contact for the Corporate Affairs team when required.

Other

- Any other duties as required by the Director, Corporate Affairs.

Key Performance Indicators

Key Result area	Accountabilities	KPI
Fundraising & sponsorship	<ul style="list-style-type: none"> • Identify fundraising opportunities • Assist with the development of sponsorship proposals, grant and other fundraising opportunities • Effective stakeholder relations 	<ul style="list-style-type: none"> • Productive stakeholder relations • Ensure effective sponsorship support
Corporate Identity Guidelines	<ul style="list-style-type: none"> • Administer Guidelines • Promote and oversee compliance 	<ul style="list-style-type: none"> • Consistent brand presentation • Adherence to guidelines • Staff understanding/appreciation
Hospitality & Event production	<ul style="list-style-type: none"> • Assist production in conjunction with key suppliers of Melanoma March, the Healthy Skin Awards and the Members' Special Recognition Awards Night and other public events as they arise; 	<ul style="list-style-type: none"> • Effective administration support for events • Events conducted within agreed timelines and budgets.
Website / social media	<ul style="list-style-type: none"> • Preparation and input/posting of approved website and social media content 	<ul style="list-style-type: none"> • Accuracy/currency of content

Key Result area	Accountabilities	KPI
Publication management	<ul style="list-style-type: none"> • Printing and design, version control and inventory of the Foundation's various publications and brochures; • Copywriting, proof-reading and editing publications, and direct marketing materials; 	<ul style="list-style-type: none"> • Effective print production • Accuracy and timeliness • Effective cost & inventory control • Effective communications & liaison with stakeholders
Database management & development	<ul style="list-style-type: none"> • Manage various stakeholder databases (media, parliamentarians, government contacts, donors, volunteers, event registrants, amongst others) to maintain their integrity 	<ul style="list-style-type: none"> • Accuracy/currency • Relevance • Accessibility
Stakeholder Liaison	<ul style="list-style-type: none"> • Maintain and develop relationship with all relevant stakeholders 	<ul style="list-style-type: none"> • Effective relationships with sponsors
Strategy, planning and management	<ul style="list-style-type: none"> • Collaborate with Corporate Affairs' team members in the planning, development & management of the unit's Business & Activity Plans. • Monitor your component of the team's budget and complete monthly reports • Report on plan activities 	<ul style="list-style-type: none"> • Actively & constructively contributed • Achieve your plan objectives • Reliable and accurate reporting
Volunteer Management	<ul style="list-style-type: none"> • Recruit and engage volunteers 	<ul style="list-style-type: none"> • Volunteer numbers • Engagement with volunteers • Support from volunteers

Key Selection Criteria

- Exceptional presentation and communication skills;
- Administrative expertise, attention to detail and accuracy;
- Effective stakeholder liaison skills and experiences;
- Ability to achieve planned results with minimal supervision;
- Proficient user of Microsoft Office suite, particularly MS-Excel;
- (Desirable) experience in website and social media content management; and,
- (Desirable) experience with photo and video editing

Authorisation

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