

## POSITION DESCRIPTION

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### POSITION DETAILS

<b>Position title:</b> Marketing Coordinator
<b>Term of appointment:</b> As per employment contract
<b>Fraction:</b> 1.0
<b>Employment location:</b> Adelaide, SA

### BACKGROUND INFORMATION

Principals Australia Institute (PAI) is a not-for-profit company, limited by guarantee.

Principals Australia Institute (PAI) provides quality professional learning, leadership development and support to principals and school leaders throughout the country. PAI's programs and services help build effective, inspirational and sustainable leadership in Australia's government, Catholic and independent primary and secondary schools.

### BROAD PURPOSE

The Marketing Coordinator works closely with the General Manager, Marketing and Brand, and supports the implementation of the corporate marketing and brand strategy and the national delivery of the Institute's products and services marketing activities.

### REPORTING/WORKING RELATIONSHIPS

The Marketing Coordinator reports to the General Manager, Marketing and Brand and supports PAI's work through the development of productive, professional relationships with colleagues across the Institute and stakeholders.

### KEY RESPONSIBILITIES/DUTIES

- Contribute to the development of the corporate marketing and brand activities with the General Manager, Marketing and Brand
- Manage the coordination and production of engaging and audience-appropriate content for a range of external and internal communications activities, including e-newsletters, advertisements, school stories and flyers
- Develop and implement communications that promote the brand and services of the Institute, consistent with the Strategic Plan, organisational marketing plan and PAI style guidelines
- Where necessary, liaise with external service providers to outsource marketing and communications activities, including the graphic design and production of resources and communications materials that comply with PAI or third party style guidelines and specifications
- Develop and implement advertisements in national and local publications and other media as required
- Identify and coordinate the Institute's presence at national conferences and events to promote the services managed by the organisation as well as working with other areas of the Institute to promote our full range of services and products
- In conjunction with the General Manager, Marketing and Brand, assist in managing the Marketing and Communications budget, including monitoring and reporting expenditure and commitments
- Undertake administrative and data management activities as required to meet service agreement deliverables for key programs and activities
- Assist in the preparation of reports detailing activities, outcomes and issues regarding service delivery and other marketing –related activities as required.
- Undertake activities to build and maintain an effective workplace culture and support the values of the Institute
- Undertake professional learning and training to build capabilities aligned with the Institute's strategic directions
- As an employee of Principals Australia Institute, comply with all policies, procedures and guidelines
- Other duties as required, including administrative tasks to support the Institute's operations.

## KEY PERFORMANCE INDICATORS

- Marketing and communications materials/ activities are of a high quality and professionally executed
- Marketing processes and approvals are followed and adhered to, with a strong emphasis on compliance to brand and strategy
- Register and maintain all brand materials and ensure adequate supplies of materials
- PAI style guidelines, policies and procedures are adhered to across all areas of work
- Professional relationships with both internal staff and external stakeholders/suppliers are developed and effectively maintained.

## SPECIAL CONDITIONS

- Occasional work out of normal office hours
- Engage in occasional intrastate and interstate travel as per requirements
- A National Police Check will be required at all times

## PAI REQUIREMENTS

In addition to demonstrating the Values of the Institute, staff must follow and apply the following:

### 1. Workplace Health & Safety and Wellbeing

While at work you must:

- demonstrate commitment in the wellbeing of yourself and others;
- take reasonable care for your own health and safety;
- take reasonable care that your acts or omissions do not adversely affect the health and safety of other persons;
- comply, so far as you are reasonably able, with any reasonable instruction that is given;
- co-operate with any reasonable policy or procedure relating to health or safety at the workplace that has been notified to you;
- Report all identified work place hazards and incidents;

### 2. Performance Development and Management

Participate in PAI's Performance Development and Management process

## COMPETENCIES

The competencies below reflect the requirements for this position. They may be used as part of the selection process when recruiting for the position and for performance management reviews.

### General Competencies

Advanced verbal and written communication skills
Able to prioritise competing demands
Creativity and Customer Focus
Exceptional administrative skills and budget/analysis reporting skills
Initiative and self-management
Dependability and reliability

## SELECTION CRITERIA

### ESSENTIAL

1. A Bachelor or higher degree in Marketing/Communications or related field.
2. Demonstrated experience in developing marketing and communication strategies and action plans,
3. Extensive experience working individually and collaboratively with others to deliver a range of marketing and communication materials /campaigns across a range of channels /segments for a range of audiences, including copy for reports, websites, e-newsletters, social media and print media.
4. Demonstrated high level of written and spoken English and an ability to edit and proof read copy with a high level of attention to detail.
5. A sound knowledge of the development and application of brands and style guidelines.
6. Demonstrated highly developed organisational and time management skills, including the ability to prioritise tasks within a fast paced working environment.
7. Demonstrated experience in managing projects effectively, including budget development, monitoring and reporting.
8. Excellent interpersonal skills, including the ability to establish and maintain good working relationships with a wide range of people within the Institute and externally, such as stakeholders and suppliers.
9. Experience in managing the production of publications and resources (print based and online) to meet deadlines, including the preparation of briefs, calling for quotes, review of materials and organising print runs.
10. Must have experience with marketing automation tools, such as Marketo, Campaign Monitor.
11. Proficient skills in using MS Office (Word, Excel, Project, PPT).

### DESIRABLE CRITERIA

1. Formal graphic design software training/qualifications.
2. Knowledge of CRM, Salesforce is an advantage
3. High proficiency in Adobe Creative Suite, mainly InDesign & Photoshop, (Illustrator and Acrobat also beneficial
4. Experience in reviewing and updating website content.
5. Understanding of, and preferably experience in working with Aboriginal and Torres Strait Islander people and communities.

### SIGNATURES

<b>Employee Name</b>	<b>Signature</b>	Date ___/___/2018
<b>Manager Name</b>	<b>Signature</b>	Date ___/___/2018