

POSITION DESCRIPTION

Position Title:	Marketing Coordinator
Division:	Marketing, Events & Communication
Location:	Unley, South Australia
Reports to:	Manager, Marketing
Functionally Liaises with:	All Business SA Teams External suppliers
Date Prepared:	February 2022



Business SA
Chamber of Commerce
and Industry South Australia

ABN 14 725 309 328
Level 1, 136 Greenhill Road
Unley South Australia 5061
T: +61 8 8300 0000
W: business-sa.com

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PRIMARY OBJECTIVES

The Marketing Coordinator will champion the rollout of Business SA's scheduled marketing and event activations while providing day to day marketing support to commercial areas of the organization.

The Marketing Coordinator reports directly to the Manager, Marketing Operations.

RESPONSIBILITIES

- Work with the Manager, Marketing on the development of comprehensive marketing plans for all Business SA promotions and major events
- Working under the guidance of the Manager, Marketing, coordinate the delivery of approved marketing campaigns across various marketing delivery points
- Assist in the development and activation of a comprehensive digital content collection calendar with assistance from the Content Creator
- Produce and dispatch electronic Direct Mail (eDM) campaigns to customer segments using organisational customer relationship management (CRM) and email marketing software
- Produce and publish social media content, and contribute to social media community management
- Produce and publish web content using organisational content management system (CMS)
- Ensure that all outputs align with BSA brand requirements and uphold BSA's reputation in the marketplace
- Adopt a continual improvement approach to all activity, using analytics to measure performance and drive incremental growth
- Contribute positively to the development of a mature marketing function for BSA, through adherence to robust systems and processes, provision of intimate support to internal 'customers', and development of high-performing team culture
- Manage the delivery of member marketing packages including the organisation and delivery of corporate member videos
- Actively contribute to the development of future strategic marketing plans

The role is expected to adhere to Business SA's Purpose and TASK Values in dealing with internal and external stakeholders, members, and clients.

BUSINESS SA PURPOSE

To advocate for the economic prosperity of South Australia and help local businesses succeed.



BUSINESS SA VALUES

- Trust:** We are honest and transparent in all that we do
Agility: We are flexible and embrace better ways of doing things
Service: We support business and each other with a can-do approach
Knowledge: We understand and learn, so that we can better advise and inform

ACCOUNTABILITIES

- Ensure that all tasks specified by the Manager, Marketing are met.
- Ensure that the requirements of the BSA Marketing Strategy and Operations Plan are met, as directed by the Manager, Marketing
- Ensure Business SA brand integrity through tight controls of brand custodianship and attention to detail
- Ensure that all Business SA products and services are promoted and administered accurately, professionally and consistently ensuring customers have a positive and rewarding experience when dealing with Business SA.

KEY COMMUNICATIONS

- Internally, the position has daily contact with the Manager, Marketing, with regard to the allocation of tasks and workflow within the team, production of marketing deliverables, brand alignment, and adherence to the Marketing Strategy and Operations Plan
- Internally, the position has regular contact with BSA Operational Managers to deliver agreed marketing outcomes
- Externally, the position has some contact with customers and vendors

HEALTH AND SAFETY RESPONSIBILITIES

- The employee must ensure whilst at work that reasonable care is taken for their own health and safety and that their acts or omissions do not adversely affect the health and safety of other people
- The employee must comply with any reasonable instruction that is given by Business SA and co-operate with any reasonable policy or procedure of Business SA relating to health or safety in the workplace

COMPETENCIES

- **Build positive work relationships:** use appropriate methods and flexible interpersonal style to assist in building cohesive and effective operational working relationships within the organisation and with external parties.
- **Communication skills:** clearly convey information and ideas through a variety of media to individuals or groups in a manner that engages the audience and helps them understand and retain the message.
- **Creative thinking:** ability to think and act innovatively and resourcefully, anticipate opportunities for improvement, challenge traditional assumptions and solve problems creatively.
- **Customer service:** ability to develop and maintain positive client relationships and ensure the delivery of a consistent, efficient and high-quality service.
- **Ethics and integrity:** interact in an open and honest manner and consistently demonstrate objective, impartial and fair behaviour.
- **Grammar, spelling and syntax:** must be an accomplished wordsmith with above average grammar, spelling and syntax.
- **Individual learning:** be open and responsive to feedback and demonstrate an ongoing commitment to professional development and improvement.
- **Initiating action:** ability to be pro-active and take prompt action to accomplish objectives and achieve goals.



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- **Interpersonal skills:** ability to build and sustain relationships, resolve conflict, handle negotiation effectively and develop collaborative working relationships in an environment where there is a conflict of priorities or use of resources.
- **Managing work:** effectively manage one's time and resources to ensure that work is completed efficiently and to quality standard.
- **Quality orientation:** ensure that consideration is given to quality outcomes in the performance of all tasks.
- **Results orientation:** ability to consistently achieve work objectives consistent with Business SA's strategic direction and purpose.
- **Safety orientation:** ability to understand and apply safety management principles.
- **Team work:** actively participate as a member of a team to move the team toward the completion of goals.
- **Work Standards:** setting high standards of performance for self and others; assuming responsibility and accountability for successfully completing assignments or tasks; self imposing standards of excellence rather than having standards imposed.

KNOWLEDGE, SKILLS AND EXPERIENCE

Essential Selection Criteria:

- A modern marketing enthusiast who thrives on innovation, sales and results
- Understanding of customer first marketing, with a critical approach to output that satisfies it's audience
- Experience with digital lead generation campaigns
- Experience with marketing large scale corporate events
- Understanding of demographic focused marketing campaigns
- Experience working with Microsoft Dynamics CRM system and email marketing software
- High level expertise in social media marketing, including Facebook, LinkedIn, Instagram, YouTube Twitter, Snapchat and Tik-Tok
- Previous experience producing content for various marketing channels across multiple formats – written, graphic, video, audio, social media, EDMs
- Excellent attention to detail, high level personal organisation, ability to work to deadlines, and ability to prioritise tasks
- Great written communicator with the ability to write brief, catchy and interesting marketing copy for blogs, web, social media and email
- Ability to use the Microsoft Office Suite
- Hold a current drivers licence and own a car

Desirable Selection Criteria:

- An understanding of general business and policy issues
- Experience in the events or hospitality industry
- A working knowledge of design software such as InDesign and photoshop
- Experience working in a fast paced creative, digital or media agency



ACKNOWLEDGEMENT

I, _____, have read, understood and accept the responsibilities and accountabilities as documented in this position description.

Employee

Name: _____

Signature: _____

Date: _____

Manager

Name: _____

Signature: _____

Date: _____



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