

Marketing & Engagement Coordinator – Carer Gateway



This position is within National Office. It is part of the Carer Gateway team.

☒ This position reports to the Deputy Manager , Carer Gateway and dotted reporting line to Manager, Brand & Marketing

☒ Reporting line may vary depending on location and service size

☒ This position does not have any direct reports ☐ This position may have direct reports, positions vary

☐ This position has the following direct reports: Nil

This position is designated Band 7 under the *Schedule of Authorities and Delegations*

☐ This position is a budget holder ☐ This position has designated revenue targets

☐ This position is an Aboriginal & Torres Strait Islander identified position

☒ This position does require a working with children related clearance

Position

Purpose

The purpose of this position is to support various marketing coordination and activities for the Carer Gateway program.

To achieve this purpose, the position holder would typically:

Marketing & Engagement support

- Facilitate and coordinate requests to coordinate production of new marketing materials and merchandise for Carer Gateway co-branded collateral. (with guidance from Brand & Marketing team)
- Work with Brand & Marketing specialist in facilitating images, brochures, and other marketing assets.
- Co-ordinate printing jobs requested by the business, and the provision of existing marketing materials.
- Assist in the end-to-end management and organisation of events and expos for Carer Gateway.
- Work with the team to set up a case study and photographic library for promotion purposes.
- Support the development of Carer Gateway and Young Carer newsletters (with guidance from Digital Specialist)
- Delivery of event pages within the Carer Gateway webpages on the TBS website (with guidance from the Digital Specialist)
- Delivery and uploading of the Carer Conversations podcast

Focus

When things are going well, we would expect to see these outcomes:

- All business requests and delivery of creative and co-branded collateral produced to a high standard.
- Clear understanding across the organisation around brand & marketing processes and digital communication.
- Carer Gateway communications between operations and marketing are clear and concise.
- Team is well established and respected as a business partner
- Marketing services meet the needs of internal stakeholders in a timely and effective way.
- Deputy Manager is provided with effective marketing support.
- Sufficient support and increased engagement across our Carer Gateway programs.
- All events and expos ran smoothly.

Outcomes

Relationships	We work collaboratively with others; however, this position works close closely with:	
	Within The Benevolent Society: <ul style="list-style-type: none"> • Brand, Marketing and Communications team • National Support Centre • Service Directorates & Gateway program areas 	Outside The Benevolent Society: <ul style="list-style-type: none"> • DSS – Carer Gateway • External supports

Individual	To achieve the position purpose and outcomes the position holder will need to have:	
	<ul style="list-style-type: none"> • Recent graduate in marketing/communications or a certificate level qualification in marketing/communications • High level administrative experience, well organised and project focussed • At least 1- 2 years event, digital communications and marketing experience. • Strong customer service focus with the desire to make the experience better for the organisation and audience. • Excellent interpersonal, written, verbal and presentation skills. • Ability to coordinate tasks, manage interruptions and identify priorities in your daily work • Ability to work independently without regular supervision • Desire to develop your experience in marketing and build your career 	

Travel	This position may require some flexibility in terms of travel or hours of work:	
	<input type="checkbox"/> Overnight travel/stays may be required <input type="checkbox"/> Some weekend work may be required <input type="checkbox"/> Some evening work may be required <input checked="" type="checkbox"/> Travel between office locations/regions may be required <input type="checkbox"/> Travel to clients (varied locations) may be required <input checked="" type="checkbox"/> Use of own registered, insured motor vehicle for business purposes may be required <input checked="" type="checkbox"/> Use of TBS pool cars may be required All of us might need to travel occasionally to attend learning opportunities, meetings or other key events.	

Context	Those with knowledge of this position say the things that might make your day are:	
	<ul style="list-style-type: none"> • Creating a seamless experience for the team and collaborating with int/external stakeholders. • Working with others to find solutions, especially when the solution might not have been apparent initially. • Positive feedback on the support and service you provide. 	
	Those with knowledge of this position say some key challenges you might experience are:	
	<ul style="list-style-type: none"> • Finding the balance with planning, scheduling, and competing priorities for various business areas • Facilitating and informing key stakeholders of best practice and guidance for Brand and Marketing assistance. • Supporting the business as it moves from an internally focused marketing team to a strategic marketing function 	

Approvals	Approver	Date:	Position Code
	Review history	V1.0 Release	
	Advertising		
	This Position Profile is not intended as an exhaustive description of the position, accountabilities, or associated duties. The Benevolent Society may alter or adjust this Position Profile at any time.		