

Content Marketing & Communications Coordinator Position Description



Position title	Content & Marketing Coordinator
Department	Marketing
Reporting Manager	Product Marketing Manager
Direct Reports	N/A
Date prepared	6 November 2023

Commented [SM1]: I wonder if we need digital in here?

Digital Marketing and Content Coordinator? I like your addition of content in the title

Commented [SM2]: I really think you should be the line manager for this role ☺ It doesn't mean I can't assign and manage tasks (and Tamar for that matter). I want you to have the opportunity to fully manage someone and share your skills

Position Summary

At Learning Links, we work in partnership with families and professionals to make a lasting impact on children who find learning difficult. The Marketing team is responsible for building our brand, educating the community on the long-term effects of learning difficulties and empowering families to access the information, support and services they need for their children to learn, develop and thrive.

Reporting to the Product Marketing Manager, the Content & Marketing Coordinator's role supports the execution of our product and service marketing plan and overarching brand and communications strategy through creative content development and promotions across a variety of digital platforms, including social media, email marketing and website. The purpose of the role is to support growth of our essential services and learning programs for parents and professionals and communicate our story and purpose in a meaningful way.

Responsibilities and Duties

- Supporting the Product Marketing Manager and Head of Brand and Communications to implement the integrated marketing plan
- Working collaboratively with product and service teams to develop new content, suitable for a variety of channels (written, digital assets and videos)
- Planning and developing regular email campaigns and newsletters and supporting the development of strategic automated email journeys
- Supporting reporting and optimisation of digital content performance
- Supporting the planning, development and implementation of social media content and advertising campaigns in line with key organisational priorities and content strategy
- Supporting the implementation of product and services campaigns and customer engagement activations

Support Office

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learninglinks.org.au

ABN 71 097 577 636

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Custodians of the lands
and Torres Strait Islander
live, work, learn and p

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- Support in developing, implementing and monitoring metrics to assess the effectiveness of our marketing campaigns
- Supporting website content development
- Providing support for audience insights, surveys and reporting
- Other marketing projects and tasks, as required

Key Performance Indicators

- Effective support of campaigns and projects to be delivered on time, and to a high standard
- High-quality written and visual content that is accurate, engaging and representative of the Learning Links brand and key messages
- Development of content that is accurate, up to date and meeting the needs of Learning Links' audiences
- Identifies opportunities to gain insights through social media, feedback and digital marketing activities to better understand the needs of key audiences
- Works effectively with other teams across the organisation to collaborate and deliver engaging content and promotional material
- Accurate monitoring and reporting of campaign performance to share with the Head of Brand and Communications and Product Marketing Manager
- Suggest new, innovative ideas to provide efficiencies in content development, e.g. AI tools, platforms and support

Qualifications, Skills and Experience

- A degree in Marketing, Communications or Digital Media.
- 1-2 years' experience in digital marketing, communications or a similar role, or demonstrated understanding and application of digital marketing and/or communication strategies.
- Experience with social media strategy, email marketing, web content management system and other digital technologies.
- Strong written communication skills and attention to detail.
- Passion for producing engaging content and assets including videos, pictures, copy and other resources.
- Proven planning and organisational skills and the ability to manage competing priorities.
- Confident in using the Microsoft Office Suite: Word, Excel and PowerPoint.
- Experience using Canva or Adobe Creative Suite (Indesign, Photoshop, Illustrator).
- Experience using Wordpress or similar CMS (desirable).
- Experience using Campaign Monitor or similar email platform (desirable).

We acknowledge Aboriginal and Torres Strait Islander peoples as the Traditional Custodians of the lands, waterways and skies across Australia. We thank Aboriginal and Torres Strait Islander peoples for sharing and caring for the land on which we live, work, learn and play. We pay our respects to Elders past, present and future

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Learning Links Vision, Mission and Values

Our vision

To create a community where difficulties learning are no longer a barrier to a fulfilling life.

Our mission

To provide children and young people who have difficulties learning with the skills, services and family support that will enable them to realise their potential.

Our values

- Empowerment: we are resourceful, accountable, and proactive, using our initiative to achieve positive change and outcomes.
- Collaboration: we value teamwork and the strength that comes from diversity and from joining forces to make a difference.
- Excellence: we are professional, competent, and driven, striving always to be the best we can be, in everything we do.
- Integrity: we are always reliable and dependable, guided by our moral compass.

Document Control

Completed by: Nadine Koehler

Date:

Reviewed by: Sophie Mail

Date:

Employee sign off and acceptance

I have read, understand, and accept the expectations of the Marketing and Communications Specialist role.

Employee:

Signature:

Date:

The statements within this PD are intended to describe the general nature and level of the work being performed. This is not an exhaustive list of all duties and responsibilities associated with the position. Management reserves the right to amend and change responsibilities to meet business and organisational needs as necessary.

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