

# Marketing Coordinator Position Description



Position title	Marketing Coordinator
Department	Marketing and Communications
Reporting Manager	Marketing Manager
Direct Reports	N/A
Date prepared	23 August 2024

Approved (Date): 23 August 2024  
Approved (By): [Signature]  
Reviewed (Date): 23 August 2024  
Reviewed (By): [Signature]

### Position Summary

At Learning Links, we work in partnership with teachers 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 and empowering teachers to access the information, support and services they need for their children to learn, develop and thrive.

The Marketing Coordinator is a crucial and proactive roleholder whose role includes to learn and develop their skills. Reporting to the Marketing Manager, they support the execution of our product and service marketing plan and overarching brand and communications strategy through direct promotion and creative content development across a variety of channels, including social media, email marketing, websites and events. The purpose of the role is to support growth of our essential services and learning programs for parents and professionals and communicate Learning Links story and purpose in a meaningful way.

### Responsibilities and Duties

- Supporting the Marketing Manager and General Manager, Brand and Communications to produce the integrated marketing plan and help drive growth to our services and products
- Working collaboratively with product and service teams to develop new content, suitable for a range of channels (web, digital assets, collateral and video)
- Planning and developing regular email campaigns and newsletters and supporting the development of digital marketing email journals
- Supporting reporting and collection of digital content performance
- Supporting the planning, development and implementation of organic social media content and advertising campaigns in line with key organisational priorities and content strategy
- Supporting the implementation of product and service campaigns and customer engagement activities

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We acknowledge **Te Kaitiaki Take Kōwhiri** as the **Tauwhiri** Guardians of the South, and **Te Kaitiaki Take Kōwhiri** as the Guardians of the North, and **Te Kaitiaki Take Kōwhiri** as the Guardians of the West, and **Te Kaitiaki Take Kōwhiri** as the Guardians of the East. We thank **Aotearoa** and **Te Kaitiaki Take Kōwhiri** for raising and caring for the land on which we live, work, learn and play. We pay our respects to those past, present and future.

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- Support in developing, implementing and monitoring metrics to assess the effectiveness of our marketing strategies
- Identify opportunities to gain insights through social media, feedback and digital marketing analytics to better understand the needs of key audiences
- Supporting website content development
- Supporting our web content collection and set up
- Providing support for academic profiles, newsletters 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 engaging, accurate and meeting the needs of Learning Links audiences
- Works effectively with other teams across the organisation to collaborate and deliver creative content and promotional material
- Accurate recording and reporting of campaign performance, to share with the Marketing Manager and Content Manager, Brand and Communications
- Support new, innovative ideas to provide efficiencies in content development, e.g. AI tools, platforms and support
- Takes ownership of setting up efficient workflows for their role and responsibilities
- Effectively manages tasks and deadlines using our work management system, and reports on task progress to the Marketing Manager

### Qualifications, Skills and Experience

- A degree in Marketing, Communications or Digital Media
- At least 1-2 years' experience in digital marketing, communications or a similar role, or demonstrated understanding and application of digital marketing within 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 including digital assets, design templates, videos, copy and other resources
- Strong personal and organisational skills and the ability to manage competing priorities
- Confident using Canva or Adobe Creative Suite (Illustrator, Photoshop, InDesign)
- Confident to use the Microsoft Office Suite: Word, Excel and PowerPoint

Our Marketing Manager and Content Manager share responsibility for the successful outcomes of the work, therefore no roles are available. We thank you for your interest in the position and we will contact you if we have any further information.

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- Experience using Wordpress or similar CMS (desirable).
- Experience using Campaign Monitor or similar email platform (desirable).
- Experience using Facebook Ads Manager
- Must have access to our website for at least between our centre locations and events as required.

### Learning Links Vision, Mission and Purpose

**Our vision**  
Children who face difficulties with learning are understood and supported to reach their full potential.

**Our mission**  
To work in partnership with families, schools and communities to provide expertise and evidence based support for children's literacy and numeracy, communication, and wellbeing outcomes.

**Purpose**  
To help children who have difficulties with learning gain the skills and confidence to learn alongside their peers.

### Document Control

Completed by: Chris Chen	Date: 29/02/24
Reviewed by: Sophie Hill	Date: 29/02/24

### Employee sign-off and acceptance

I have read, understood, and accept the responsibilities of the Marketing Coordinator role.

Employee	Signature	Date
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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.

