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## POSITION DESCRIPTION

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**Name:**

**Job title:** Marketing Communications Coordinator, Primary

**Date:** August 2016

**Department:** Primary Department, School Division

**Reports to:** Primary Sales Manager - School Division

**Basic purpose:**

The Marketing Communications Coordinator, Primary, in consultation with the Primary Sales Manager, will drive marketing strategies and develop product promotions and contribute to the success of Cengage Learning’s Primary School and International Divisions, and Professional Development team.

This role will also increase overall sales and sell through of the School product range by the developing and implementing product planning, strategy and sales tools and use of competitor information.

This role will also develop content for all Primary marketing campaigns as well as Primary websites, social media, corporate information and PR.

**Principal accountabilities:**

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| **Key Outcome Area** | **% of**  **Total**  **Job** | **Objectives and Tasks** | **Core Competencies** | **Standards** |
| Strategic and business initiatives | 15% | * Assist the Primary Sales Manager, in conjunction with publishing, to devise a compelling marketing strategy based on product, price, placement and promotion. * Assist the Primary Sales Manager to effectively manage a marketing strategy within budget and revenue objectives. * Provide the Primary Sales Manager with periodic reports as required. * Assist the Primary Sales Manager in research and development activities and disseminate the analysis of this research internally. * Assist in competitor analysis and provide regular feedback on major competitors in the School market. * Analyse and understand product information / briefs to ensure accurate copy and product intention / purpose is communicated to the market. * Attend publishing and WIP meetings. * Any other duties as directed by the Primary Sales Manager. | * Analytical and problem-solving abilities with keen attention to detail and follow through * Strategic thinking and knowledge of the impact strategies and tactics may have in the marketplace * Extensive product and market knowledge * Excellent communication and presentation skills * Develop proactive working relationships * Organised and flexible problem solver * Approachability * Sound understanding of the Primary market and the adoption process * Provides information so that others are able to make accurate decisions * Ability to develop and implement marketing plans in the Schools market * Sound financial and commercial acumen | * Marketing strategy impact and effectiveness * Customer-first focus * Actively contribute towards revenue generation and cost containment * Contribute to key sales results * Meet deadlines and targets * Time management skills * Product information communicated and customer’s understanding * Ability to use initiative to solve and prevent problems * Actively establishes industry relationships and utilises networks to improve knowledge which adds value * Meeting attendance |
| Plan, prepare and execute marketing plans and promotional material | 20% | * Plan, prepare and execute marketing plans with guidance from the Primary Sales Manager. * Plan, prioritise and schedule targeted and highly creative promotional activity in conjunction with publishing and sales strategies. Ensure promotional activities are delivered in line with planning, on time, in budget and in a professional manner. * Assist in measuring effectiveness of promotional activity based on customer needs and uptake. * Formulate a best practice e-marketing strategy, incorporating web-based promotional activities. * Ensuring all content used for promotions material is accurate, appropriate and consistent with CLA branding guidelines and adheres to copyright laws, including social media. * Prepare copy, proofread and check information for brochures, catalogues, order forms and websites. * Prepare briefs for marketing designer ensuring the marketing objective, job specifications and deadlines are clear and achievable. * Monitor progress of jobs submitted to the marketing designer(s) and ensure a proof is circulated and signed off by all stakeholders. * Maintain an understanding of the Magellan data base and how data is collected in the field and by other means. | * Product and market knowledge * Excellent verbal communication skills and solid creative writing skills with exceptional editorial skills * Create new and original ideas * Strong organisational and project management skills * Identify trends and anticipates market changes * Comprehensive understanding of CLA branding guidelines, privacy and copyright laws * Meticulous attention to detail * Ability to prioritise work and manage work load accordingly to meet deadlines * Ability to listen and understand marketing, publishing and editorial aims * Ability to listen and understand customers * Identifies trends and anticipates market changes * Proven experience managing multiple projects, marketing budgets, and schedules | * Effectiveness of promotions and campaigns * Return on investment * Promotional activities meeting deadlines and set targets * Adherence to Privacy laws regarding the collection of customer information * Adherence to and maintenance of CLA brand standards * Adherence to copyright laws * Meet target completion dates * Conscientiousness, persistence and reliability in record maintenance and communication * A positive attitude to problem-solving * Friendly, proactive communication * Adherence to Cengage Learning’s policies and procedures |
| Targeted Promotional  activities | 20% | * Provide content for effective, targeted, innovative promotions including emails, print, web, social media and presentations. * Lead product launches for product-specific market penetration. * Work with the Marketing Coordinator on Call-To-Action driven copy for email and website. * Ensure content in systems accurately reflects product information. * Collaborate with marketing colleagues to execute integrated email / web campaigns. | * Experience driving creative, call to action promotions and maintaining brand consistency * Experience in promotional planning and B2B marketing tactics * Excellent communication skills, verbal and written; editing, proof reading and copywriting skills * Understanding of digital marketing principles including email and web copy guidelines and interpretation of analytics * Interpersonal savvy | * Extensive product and market knowledge * Successful, innovative and cost effective promotional campaigns * Brand recognition * Creative promotional material * eMarketing strategies * Adherence to Privacy laws regarding the collection of customer information * Adherence to copyright laws |
| Primary Department Cengage website | 15% | * Ensure information on the Primary School website is accurate and up-to-date.   This involvse:   * Regularly checking pages on the website to ensure information and graphics are current and up-to-date and change accordingly * Create copy, coordinate and ensure new product information, graphics and other marketing support material appear on the website. * Plan and execute slider updates on the Primary home page to reflect new releases or marketing strategies. | * Excellent written and verbal communication skills * Digital savvy * Meticulous attention to detail and follow through * Excellent editorial skills * Product and market knowledge * Intelligent use of the internet * Willingness to use technology and prepared to be trained on systems implemented at CLA, i.e. PIM, Dotnetnuke * Ability to work independently without excessive supervision | * Up-to-date website * Creative, meaningful and engaging copy * Conscientiousness, persistence and reliability in record maintenance and communication * Proactive problem-solving * Accurate inputting of information * Embraces CL core values and competencies * Going the extra mile to achieve the best possible outcome |
| Content and social media marketing | 5% | * In consultation with the Sales Manager manage strategy for content and social media marketing to reflect Cengage brand and engage customers. * Drive Nelson Primary social media interactions for best Return on Investment. * Plan a social media calendar with the Marketing Coordinator to maximise coverage. * Ensure Company Social media policies and procedures are adhered to, especially when dealing with negative feedback. * Manage and execute posting of social media messages (Facebook, Twitter, YouTube, LinkedIn) as discussed with the Sales Manager and Marketing Coordinator. Coordinate engaging and consistent content delivery through social media, competitions, newsletters, white papers and websites. * Report regularly to the Sales Manager on social media activity and outcomes. | * Knowledge of content and relationship marketing * Knowledge of social media marketing in B2B environment * Ability to listen and understand marketing aims and stakeholder strategies * Ability to follow policies and procedures * Strategic thinking and knowledge of the impact social media strategies and tactics may have in the marketplace * Understanding of Cengage Learning’s Social Media Policy * Comprehensive understanding of CLA branding guidelines, privacy and copyright laws | * Cengage Learning and Nelson Primary presence on social media sites * Customer feedback and engagement * Up to date and relevant content * Content aligned with policy and current group strategy * Return on investment * Adherence to Cengage Learning’s policies and procedures * Adherence to CLA branding guidelines, privacy and copyright laws |
| Return on investment | 5% | * Work with Sales Manager and Marketing Coordinator to respond to Return on Investment and analytics on promotions and work to continually improve results. * Use analytical tools to measure performance of digital platforms. * Monitor platforms and provide weekly/monthly, high quality reports on web analytics. Track conversions rates and make recommendations for improvement. * Work with the Marketing Coordinator to respond to analytics on promotions and work to continually improve results. | * Analytical, quantitative, and problem-solving skills with aptitude to translate data analysis into business recommendation * Understanding and experience working with Google Analytics tools and the ability to set up tracking/reporting mechanisms to capture key metrics required | * Return on Investment through results measurement; lead generation, email and web results * Analytical evaluation on campaigns * Conversion rates and action taken * Analytical and problem-solving abilities |
| Communication and teamwork | 10% | * Work closely and collaborate effectively with all team members to ensure successful and effective campaigns. * Work with all team members to set and execute the editorial direction, design, production and distribution of all collateral. * Communicate and liaise with colleagues in other functional areas. * Attend work-in-progress meetings and report on the status of specific projects / campaigns. * Attend regular team meetings.   .   * Present at Sales Conferences as required. | * Ability to organise detailed and complex information so it is able to be understood by others * Excellent interpersonal skills and the ability to work within a close-knit team * Ability to listen to and understand marketing objectives * Ability to contribute to discussion in a friendly, clear manner | * Demonstrates friendly, proactive communication * Shares ideas and learning in a team environment * Shows respect for others * Embraces CLA values and core competencies * Attend and actively participate in meetings |
| Continuous Improvement | 5% | * In conjunction with the Sales Manager continually assess the marketing processes in accordance with divisional plans and procedures. * Keep abreast with the continual change in technology developments and share knowledge with manager and team. * Actively seek opportunities to extend and enhance personal knowledge and skills in order to better support customers and colleagues. This includes but is not limited to: knowledge regarding privacy laws, copyright and branding guidelines, marketing trends etc. * Supports Continual Improvement processes throughout the entire project including during the audit process. * Seek opportunities to enhance documentation, processes and supported systems to improve processes and procedures. | * Strategic and innovative thinker * Extensive understanding of the marketing processes * Analytical and problem-solving abilities with the ability to follow through project to completion * Ability to develop and implement innovative ideas * Effectively gather, sift and present information from a variety of sources and based on a sound understanding of publishing processes | * Continuous and process improvement * Execute and deliver initiatives to develop and implement standards and improvement * Reduction in departmental costs * Self-initiated training development of knowledge * Demonstrated initiative for issue resolution and new ideas to add value to users |
| Workplace Health and Safety | 5% | * Be aware of duty of care and act in a safe manner. * Ensure all company WH&S policies and procedures are adhered to. * Be familiar with property security, first aid and fire emergency procedures. * Report any hazardous situations, incidents or accidents and take immediate action if applicable to reduce risk of injury. * Participate in WH&S investigations when required. | * Ability to follow policies and procedures * Ability to use initiative and take responsibility * WH&S aware * Analytical and problem-solving abilities | * Adherence to WH&S policies and procedures * Increased WH&S awareness * A positive attitude to WH&S * Reduction of number of WH&S incidents |

**Main contacts:**

Internal: Primary Sales Manager, Marketing Coordinator, Graphic Designer, Marketing Assistant, Sales Coordinator, Primary Publishing, sales representatives, General Manager - International, Primary Sales Manager - NZ

External: Customers

**Education / Qualifications / Experience:**

Graduate or post graduate qualification or proven experience in Marketing, Communications, English or Media / Journalism. Experience in Primary/Secondary, marketing and project management preferred.

Proven experience in developing content in B2B marketing

Preferred systems: Eloqua or similar marketing automation, Google Analytics, Google Adwords, social media (Facebook, Twitter, LinkedIn)

**Core Cengage Competencies:**

* Speed: Proactively gets things done quickly, with a high quality of work. Overcomes barriers and continually finds ways to be more efficient.
* Focus: Identifies core business problems and opportunities; seeks and proposes solutions while avoiding distractions. Persists through achieving deliverables.
* Collaboration: Committed to helping others be successful; partners with key organizational stakeholders, individuals and teams outside own functional area to promote business alignment.