

## POSITION DESCRIPTION



**Name:**

**Job title:** Marketing Coordinator, Secondary

**Date:** August 2019

**Department:** Secondary Marketing, School Division

**Reports to:** Secondary Sales and Marketing Manager

**Basic purpose:**

The Marketing Coordinator will develop and execute marketing campaigns for a core range of subjects and territories to drive revenue growth and to increase the Nelson Secondary product profile in the market.

**Principal accountabilities:**

Key Outcome and Area	% of Total Job	Objectives and Tasks	Core Competencies	Standards
Research, develop and measure marketing campaigns	20%	<ul style="list-style-type: none"> <li>Under the direction of the Secondary Sales and Marketing Manager and working closely with the sales and publishing teams research content and develop marketing campaigns and measure the effectiveness of each campaign. Campaigns could include brochures, catalogues or email campaigns.</li> <li>Proof all promotional material prior to publication and printers proof sheets to ensure information is correct and accurate.</li> <li>Prepare briefs to be submitted to the Sales and Marketing Manager and/or Graphic Designer ensuring the marketing objective, job specifications and deadlines are clear and achievable.</li> <li>Brief the Graphic Designer on individual creative jobs and ensure work is completed by the deadline.</li> <li>Liaise with relevant suppliers (printers and mailhouse) to ensure work is delivered on time and trouble-shooting any problems.</li> </ul>	<ul style="list-style-type: none"> <li>Ability to gather thorough research from a variety of sources to compare and analyse information regarding customers and market needs</li> <li>Excellent written and verbal communication skills</li> <li>Excellent editorial skills and facility with language</li> <li>Ability to handle more than one project at one time</li> <li>Excellent organizational skills with the ability to manage and prioritise own workload to ensure deadlines are met according to business and customer needs</li> <li>Product and market knowledge</li> </ul>	<ul style="list-style-type: none"> <li>Quality, accuracy and success of brochures and catalogues</li> <li>Accurate and up to date databases and Magellan</li> <li>Market research</li> <li>Timely and accurate reports</li> <li>Submitted briefs</li> <li>Maintained files</li> <li>Customer-first focus, putting learning first</li> <li>Meet target completion dates</li> <li>Conscientiousness, persistence and reliability in record maintenance and communication</li> <li>Proactive problem-solving</li> <li>Results driven</li> <li>Deal with ambiguity</li> </ul>

		<ul style="list-style-type: none"> <li>• Monitor the progress of all jobs submitted to the Marketing Department and ensure a proof is circulated and signed off by all stakeholders.</li> <li>• Maintain files of marketing material, catalogues or brochures from agency companies.</li> <li>• Provide marketing support material for the sales team. This will involve the preparation of basic sales support material such as, price lists, product information sheets, competition entry forms etc. using MS Word and/or Adobe InDesign.</li> <li>• Coordinate existing and new databases via Excel, Magellan and Eloqua such as contact names, addresses and phone numbers is correct.</li> <li>• Run reports from the database and transfer this information to Excel spreadsheets ready for mail merging or forwarding to external direct mail supplier(s).</li> <li>• Assist and execute online marketing campaigns via Google Adwords and other similar online platforms in association with the Marketing Designer as directed by the Sales and Marketing Manager.</li> <li>• Use Magellan to retrieve contacts for campaigns.</li> <li>• Assist with conceptual ideas to market key product.</li> <li>• Any other duties as directed.</li> </ul>	<ul style="list-style-type: none"> <li>• Meticulous attention to detail</li> <li>• Proven problem-solving skills</li> <li>• Ability to listen, understand and anticipates customer needs</li> <li>• Effective time management skills</li> <li>• Intelligent use of the internet</li> <li>• Sound administration skills</li> <li>• Creates new and unique ideas</li> <li>• Comprehensive knowledge of Australian Privacy laws, especially in regard to collection and storage of customer information</li> <li>• Basic knowledge of the Google Adwords platform</li> </ul>	<ul style="list-style-type: none"> <li>• Innovation, setting the bar higher</li> <li>• Excellent listening skills</li> <li>• Adherence to Privacy laws regarding the collection of customer information</li> <li>• Ability to learn how to use new online platforms quickly and analyse the data</li> <li>• Embraces Cengage core ethos and credo</li> </ul>
Regularly update the Secondary Department Cengage website and sub-websites	20%	<ul style="list-style-type: none"> <li>• Add new product information to the catalogue pages.</li> <li>• Regularly check pages on the website to ensure information is current and up-to-date.</li> <li>• Regularly update the information on the homepage and subpages.</li> <li>• Collaborate and support the Sales and Marketing Coordinator regarding updating website content.</li> <li>• Ensure all website updates are executed according to the nominated deadline.</li> </ul>	<ul style="list-style-type: none"> <li>• Excellent editorial skills and facility with language</li> <li>• Fast and accurate keyboard skills</li> <li>• Meticulous attention to detail</li> <li>• A sound understanding of Web 2.0 technology and online marketing</li> </ul>	<ul style="list-style-type: none"> <li>• Product knowledge</li> <li>• Quality and accuracy of catalogues</li> <li>• Maintained website</li> <li>• Meet target completion dates</li> <li>• Conscientiousness, persistence and reliability in record maintenance and communication</li> <li>• Proactive problem-solving, questioning the status quo and willingness to take calculated risks</li> </ul>

		<ul style="list-style-type: none"> <li>• Liaise with relevant managers/staff in other departments regarding changes/updates to the Secondary website and marketing collateral.</li> </ul>		
Social media	15%	<ul style="list-style-type: none"> <li>• Plan and execute posting of social media messages (Facebook, Twitter, YouTube) as discussed with the Secondary Sales and Marketing Manager.</li> <li>• Ensure contents are current, engaging and regularly updated.</li> <li>• Ensure Company social media policies and procedures are followed, especially when dealing with negative feedback.</li> <li>• Ensure social media marketing is consistent with Cengage's branding guidelines and engages customers.</li> <li>• Ensure all content is accurate, appropriate and adheres to copyright laws.</li> <li>• Build social media audience and engagement. Foster dialogue and answer questions posted by the audience in a friendly and knowledgeable manner.</li> <li>• Ensure Company social media policies and procedures are followed, especially when dealing with negative feedback.</li> </ul>	<ul style="list-style-type: none"> <li>• Ability to listen and understand marketing, publishing and editorial aims</li> <li>• Meticulous attention to detail</li> <li>• Ability to follow policies and procedures</li> <li>• A sound understanding of social media and online marketing</li> </ul>	<ul style="list-style-type: none"> <li>• Customer engagement</li> <li>• Market penetration / lead generation</li> <li>• Customer feedback</li> <li>• Up to date and relevant content</li> <li>• Content aligned with policy and current group strategy</li> <li>• Customer interaction is conducted in a friendly and professional manner</li> <li>• Adherence to Copyright laws</li> <li>• Adherence to Cengage's policies and procedures</li> <li>• Adherence to Privacy laws regarding the collection of customer information</li> <li>• Increase customer audience</li> <li>• Shows mutual respect for others and acknowledges diverse thoughts and backgrounds</li> </ul>
Prepare for conferences	20%	<ul style="list-style-type: none"> <li>• Design conference layout and signage and brief sales team in the weeks prior the event.</li> <li>• Plan conference attendance in line with front-list campaigns</li> <li>• Brief the Graphic Designer on promotional material required, e.g. posters, signage.</li> <li>• Prepare and photocopy conference price lists if required.</li> </ul>	<ul style="list-style-type: none"> <li>• Ability to work to deadlines</li> <li>• Ability to listen, understand and anticipates customer needs</li> <li>• Meticulous attention to detail</li> </ul>	<ul style="list-style-type: none"> <li>• Work towards deadlines</li> <li>• Maintain conference kit</li> <li>• Conscientiousness, persistence and reliability in record maintenance and communication</li> <li>• Product knowledge</li> <li>• Signage catalogue</li> </ul>

	<ul style="list-style-type: none"> <li>• Send conference kit, bookstands, posters, book/price lists, catalogues and any other marketing material to interstate representatives and/or the conference venue by the specified time.</li> <li>• Ensure marketing collateral is prepared and ready to send to education consultants for conferences.</li> <li>• Maintain conference kits and all conference material in an organised manner.</li> <li>• Maintain a catalogue of signage.</li> <li>• In conjunction with the Secondary Sales and Marketing Manager assist with the planning and involvement in subject conferences.</li> <li>• Book and communicate all subject conference attendances to the sales team, maintaining the external conference database held on SharePoint with the most current information.</li> <li>• Collaborate with marketing colleagues regarding external / subject conferences and requirements of the sales team.</li> <li>• Liaise with Publishing to create workshop session invites.</li> <li>• Book workshop venues and catering. Liaising with venue to ensure the workshop runs smoothly.</li> <li>• Distribute workshop invites and collect RSVPs.</li> <li>• In Magellan track adoptions from workshop attendances.</li> <li>• Develop a comprehensive conference schedule and source promotional opportunities at conferences and distribute schedule to sales team.</li> <li>• Plan and book participants' involvement (conferences attendance and special events).</li> <li>• Measure and report on each event.</li> </ul>	<ul style="list-style-type: none"> <li>• Ability to problem-solve and manage complex and/or numerous projects to an agreed timeline, thinking ahead and identifying future steps</li> <li>• Excellent organisational skills with the ability to anticipate problems and act</li> </ul>	<ul style="list-style-type: none"> <li>• Proactive problem-solving, questioning the status quo and willingness to take calculated risks</li> <li>• Workshop ROI, increase adoptions from attendance</li> <li>• Conscientiousness, persistence and reliability in record maintenance and communication</li> <li>• Actively contributes towards revenue generation and cost containment</li> <li>• Bottom line focus</li> <li>• Cost of sales conferences</li> <li>• Conference run according to schedule</li> <li>• Workshops run according to plan</li> <li>• Active conference participation and attendance</li> <li>• Planning and strategic skills</li> <li>• Meet target delivery dates</li> <li>• Increased conference attendance and presence by teachers</li> <li>• Increased participation in Workshops sessions</li> </ul>
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Teamwork	5%	<ul style="list-style-type: none"> <li>Organize the weekly Work in Progress marketing meetings and attend Secondary publishing meetings when the Sales and Marketing Manager is absent.</li> <li>Assist with any other administrative tasks as required.</li> </ul>	<ul style="list-style-type: none"> <li>Ability to listen and understand marketing, publishing and editorial aims</li> <li>Contribute to discussion in a friendly, clear manner</li> <li>Encourages others to obtain, share, interpret and apply information</li> </ul>	<ul style="list-style-type: none"> <li>Thrives in a collaborative environment, shares ideas and learning in a team environment, challenges themselves and others</li> <li>Active participation in WIP marketing meetings</li> <li>Shows mutual respect for others and acknowledges diverse thoughts and backgrounds</li> </ul>
Continuous Improvement	10%	<ul style="list-style-type: none"> <li>Supports Continual Improvement processes throughout the entire project including supporting Project Managers during the audit process.</li> <li>Seek opportunities to enhance documentation, processes and supported systems to improve processes and procedures.</li> <li>Keep abreast with the continual changes in your field of expertise of Marketing including any digital and technology developments. Share knowledge with manager and team.</li> <li>Actively seek opportunities to extend and enhance personal knowledge and skills in order to better support customers and colleagues.</li> </ul>	<ul style="list-style-type: none"> <li>Problem-solving abilities with keen attention to detail and follow through</li> <li>A willingness to support and help others</li> <li>Ability to use initiative and take responsibility</li> </ul>	<ul style="list-style-type: none"> <li>Continuous improvement and improved efficiency</li> <li>Self-initiated training and development of knowledge</li> <li>Demonstrated initiative for issue resolution and new ideas to add value to users</li> <li>Participation and contribution of processes improvement projects</li> <li>A positive attitude to problem-solving, questioning the status quo and willingness to take calculated risks</li> </ul>
Workplace Health and Safety	10%	<ul style="list-style-type: none"> <li>Be aware of duty of care and act in a safe manner.</li> <li>Ensure all company WH&amp;S policies and procedures are adhered to.</li> <li>Be familiar with property security, first aid and fire emergency procedures.</li> <li>Report any hazardous situations, incidents or accidents and take immediate action if applicable to reduce risk of injury.</li> <li>Participate in WH&amp;S investigations when required.</li> </ul>	<ul style="list-style-type: none"> <li>Ability to follow policies and procedures</li> <li>Ability to use initiative and take responsibility</li> <li>WH&amp;S aware</li> <li>Analytical and problem-solving abilities</li> </ul>	<ul style="list-style-type: none"> <li>Adherence to WH&amp;S policies and procedures</li> <li>Increased WH&amp;S awareness</li> <li>A positive attitude to WH&amp;S</li> <li>Reduction of number of WH&amp;S incidents</li> </ul>

**Direct reports:** Nil

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**Main contacts:**

Internal: Secondary Sales and Marketing Manager, Marketing Graphic Designer – Secondary, Sales and Marketing Coordinator, Marketing Coordinator, education consultants, Sales and Secondary publishing teams

External: Suppliers, conference organisers, teachers, promotional companies and officers in government departments

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**Education / Qualifications / Experience:**

- Degree or diploma in marketing, publishing or editorial
  - Proven copywriting experience
  - Experience in an office or work environment
  - A basic knowledge of the main social media platforms and Google Adwords
  - Working with Children check
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**Our Ethos:**

- Put Learning First: We accelerate new ways of lifelong learning for everyone, including ourselves, with a relentless focus on our customers
- Embrace the Unknown: We question the status quo and take calculated risks to transform how the world learns. We are resilient and audacious
- Set the Bar Higher: We challenge others, and we challenge ourselves even more. We are always improving and never satisfied. We are unstoppable
- Do More Together: We are powered by people with diverse thoughts and backgrounds. We collaborate to create a whole that is stronger than the individual parts.
- Be Candid: We take ownership of everything we do and treat each other with mutual respect. We are transparent because we see problems as opportunities to improve.