

POSITION DESCRIPTION



Name:

Job title: Marketing Coordinator, Secondary

Date: January 2021

Department: Secondary Marketing, School Division

Reports to: Marketing and Communications Specialist – Secondary

Basic purpose:

The Marketing Coordinator will develop and execute high impact engaging marketing campaigns for a core range of subject and territory.

The Marketing Coordinator will work collaboratively with the Marketing and Communications Specialist and the Secondary Sales and Marketing Manager to grow brand awareness through marketing campaigns and conference participation/involvement.

Principal accountabilities:

Key Outcome and Area	% of Total Job	Objectives and Tasks	Core Competencies	Standards
Research, develop and measure marketing campaigns	35%	<ul style="list-style-type: none"> Under the direction of the Marketing and Communications Specialist – and working closely with the sales and product teams – research content and develop marketing material and campaigns using all medium to drive adoptions of Nelson Cengage products. Plan integrated marketing campaigns working closely with all members of the marketing team. Proof all promotional material to ensure content is current, on-message, channel appropriate and engaging for nominated audience. Prepare briefs ensuring the marketing objective, job specifications and deadlines are clear and achievable. Brief the Designer/Freelancers on individual creative jobs and ensure work is completed by the deadline. 	<ul style="list-style-type: none"> Ability to gather thorough research from a variety of sources to compare and analyse information regarding customers and market needs Excellent written and verbal communication skills Excellent editorial skills and facility with language Ability to handle multiple projects simultaneously while delivering to schedule. Product and market knowledge Meticulous attention to detail 	<ul style="list-style-type: none"> Customer engagement Market penetration / lead generation Customer feedback Up to date and relevant content Content aligned with policy and current group strategy Customer interaction is conducted in a friendly and professional manner Adherence to Copyright laws Adherence to Cengage's policies and procedures

		<ul style="list-style-type: none"> • Liaise with relevant suppliers (printers, mailhouse, freelancers) to ensure work is delivered on time and troubleshoot any problems. • Monitor the progress of all jobs submitted to the Marketing Department and ensure a proof is circulated and signed off by all stakeholders. • Measure the effectiveness of each campaign and report monthly to the Sales and Marketing Manager, Secondary. • Maintain files of marketing materials from agency companies. • Provide marketing support material for the sales team. This will involve the preparation of basic sales support material using MS Word, Canva and/or Adobe InDesign. • Adhere to Cengage Privacy Policy when exporting data such as contact names, addresses and phone numbers from Excel spreadsheets and CRM Magellan for Eloqua campaigns. • Run reports from Magellan and transfer this information to Excel spreadsheets ready for mail merging or forwarding to external direct mail supplier(s). • Any other duties as directed. 	<ul style="list-style-type: none"> • Excellent organizational skills with the ability to manage and prioritise own workload to ensure deadlines are met according to business and customer needs • Ability to listen and understand marketing, product, and content team aims • Ability to follow policies and procedures • Meticulous attention to detail • Proven problem-solving skills • Ability to listen, understand and anticipates customer needs • Effective time management skills • Sound administration skills • Creates new and unique ideas • Comprehensive knowledge of Australian Privacy laws, especially in regard to collection and storage of customer information • Basic knowledge of the Google Adwords 	<ul style="list-style-type: none"> • Adherence to Privacy laws regarding the collection, storage, and usage of customer information • Increase customer audience
Secondary Department Cengage website and sub-websites	15%	<ul style="list-style-type: none"> • Add new product information to the catalogue pages. • Regularly check pages on the website to ensure information is current and up-to-date. • Regularly update the information on the homepage and subpages. 	<ul style="list-style-type: none"> • Excellent editorial skills and facility with language • Fast and accurate keyboard skills • Meticulous attention to detail 	<ul style="list-style-type: none"> • Product knowledge • Quality and accuracy of catalogues • Maintained website • Meet target completion dates

		<ul style="list-style-type: none"> • Ensure all website updates are executed according to the nominated deadline. • Liaise with relevant managers/staff in other departments regarding changes/updates to the Secondary website and marketing collateral. 	<ul style="list-style-type: none"> • A sound understanding of Web 2.0 technology and online marketing 	<ul style="list-style-type: none"> • Conscientiousness, persistence and reliability in record maintenance and communication • Proactive problem-solving, questioning the status quo and willingness to take calculated risks
Events (conference and webinars)	25%	<ul style="list-style-type: none"> • In conjunction with the Secondary Sales and Marketing Manager assist with the planning and involvement in subject conferences. • Book and communicate all subject conference attendances to the sales team, maintaining the external conference database with the most current information. • Design conference layout and signage and brief sales team in the weeks prior the event. • Plan conference attendance in line with front-list campaigns • Brief Designer/Freelancers on promotional material required for events. • Prepare and send conference materials as required. • Maintain all conference material in an organised manner. • Work with each state team to maintain a catalogue of signage for each state • Collaborate with marketing colleagues regarding external / subject conferences and requirements of the sales team. • Liaise with Publishing to plan webinars to promote front list. • Schedule and liaise with presenters to ensure a smoothly run event. Host webinars when required • Work with the state sales team to measure and report on each event. 	<ul style="list-style-type: none"> • Ability to work to deadlines • Ability to listen, understand and anticipates customer needs • Meticulous attention to detail • Ability to problem-solve and manage complex and/or numerous projects to an agreed timeline, thinking ahead and identifying future steps • Excellent organisational skills with the ability to anticipate problems and act 	<ul style="list-style-type: none"> • Cost of sales conferences • Conference runs according to schedule • Workshops run according to plan • Active conference participation and attendance • Increased conference attendance and presence by teachers • Increased participation in Workshops sessions • Event ROI, increase adoptions from attendance • Meet deadlines and target delivery dates • Maintain conference kit • Conscientiousness, persistence and reliability in record maintenance and communication • Signage catalogue • Proactive problem-solving, questioning the status quo and willingness to take calculated risks • Conscientiousness, persistence and reliability in record maintenance and communication

				<ul style="list-style-type: none"> Actively contributes towards revenue generation and cost containment Bottom line focus Planning and strategic skills
Teamwork	5%	<ul style="list-style-type: none"> Organize the weekly Work in Progress marketing meetings Work closely with Marketing Team to ensure all aspects of campaigns are delivered to time and budget. Assist with any other administrative tasks as required. 	<ul style="list-style-type: none"> Ability to listen and understand marketing, publishing and editorial aims Contribute to discussion in a friendly, clear manner <p>Encourages others to obtain, share, interpret and apply information</p>	<ul style="list-style-type: none"> Thrives in a collaborative environment, shares ideas and learning in a team environment, challenges themselves and others Active participation in WIP marketing meetings Shows mutual respect for others and acknowledges diverse thoughts and backgrounds
Continuous Improvement	10%	<ul style="list-style-type: none"> Supports Continual Improvement processes throughout the entire project including supporting colleagues during the audit process. Seek opportunities to enhance documentation, processes and supported systems to improve processes and procedures. 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. Actively seek opportunities to extend and enhance personal knowledge and skills in order to better support customers and colleagues. 	<ul style="list-style-type: none"> Problem-solving abilities with keen attention to detail and follow through A willingness to support and help others Ability to use initiative and take responsibility 	<ul style="list-style-type: none"> Continuous improvement and improved efficiency Self-initiated training and development of knowledge Demonstrated initiative for issue resolution and new ideas to add value to users Participation and contribution of processes improvement projects A positive attitude to problem-solving, questioning the status quo and willingness to take calculated risks
Workplace Health and Safety	10%	<ul style="list-style-type: none"> Be aware of duty of care and act in a safe manner. Ensure all company WH&S policies and procedures are adhered to. 	<ul style="list-style-type: none"> Ability to follow policies and procedures Ability to use initiative and take responsibility 	<ul style="list-style-type: none"> Adherence to WH&S policies and procedures Increased WH&S awareness

		<ul style="list-style-type: none"> • 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. 	<ul style="list-style-type: none"> • WH&S aware • Analytical and problem-solving abilities 	<ul style="list-style-type: none"> • A positive attitude to WH&S • Reduction of number of WH&S incidents
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Direct reports: Nil

Main contacts:

Internal: Sales and Marketing Manager - Secondary, Marketing and Communications Specialist – Secondary, Sales and Marketing Coordinator, learning consultants, Sales and Marketing Assistant (NZ), Secondary Product and Content teams

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

Education / Qualifications / Experience:

- Degree or diploma in Marketing
- Proven copywriting experience
- Previous experience in similar environment/position
- A basic knowledge of the main social media platforms and Google Adwords
- Working with Children check

Our Ethos:

<p>Put Learning First: We accelerate new ways of lifelong learning for everyone, including ourselves, with a relentless focus on our customers</p>	<p>Embrace the Unknown: We question the status quo and take calculated risks to transform how the world learns. We are resilient and audacious</p>	<p>Set the Bar Higher: We challenge others, and we challenge ourselves even more. We are always improving and never satisfied. We are unstoppable</p>	<p>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.</p>	<p>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.</p>
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