

Campion Position Description

1. Position Details

Title:	Digital Marketing Coordinator
Function:	Marketing
Location:	Nunawading VIC

2. Relationships

Line Manager:	General Manager, Marketing
Direct Reports:	Nil
Indirect Reports:	Nil
Liaises With Internal:	Marketing team, state managers and sales staff, other internal staff as required
Liaises With External:	As required

3. Scope/Dimensions

Time Fraction: Full time

4. Primary Purpose

- Develop and execute digital marketing campaigns across multiple channels including social media, email marketing, search engines
- Create engaging content tailored to our target audience, using graphic design tools

5. Key Result Areas

5.1	<p>Key functions and performance indicators include:</p> <ul style="list-style-type: none">• Develop and execute digital marketing campaigns across multiple channels including social media, email marketing, search engines• Create engaging content tailored to our target audience, using graphic design tools, working with our internal design specialist• Grow our social media presence and conversion by creating compelling posts, engaging with followers, and monitoring social media trends• Grow conversion by creating powerful email marketing campaigns, adhering to brand voice• Optimise website content and performance through effective SEO and SEM strategies to increase traffic• Analyse and report on campaign performance using tools such as Google Analytics, providing insights and recommendations for continuous improvement• Stay updated with the latest digital marketing trends and technologies, implementing best practices to keep our strategies current and effective.
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6. Minimum Requirements

6.1	<p>Skills/Knowledge/Attributes</p> <ul style="list-style-type: none">• Bachelor's degree or TAFE qualification in Marketing, Communications, Digital Marketing, Business, Graphic Design• Proficiency in digital marketing tools and platforms such as Google Analytics, Google Ads, Meta Ads Manager, LinkedIn Ads, and email marketing software (required)• Proficiency with graphic design tools (Adobe Creative Cloud Suite, Canva) (preferred)• Strong understanding of SEO, SEM, and web analytics
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6.2	Work Experience <ul style="list-style-type: none"> • 1+ years experience in digital marketing (required) / graphic design (preferred)
6.3	Customer Focus <ul style="list-style-type: none"> • Focussed on delivering to customer needs • Excellent verbal and written communications skills • Strong project management skills with the ability to manage multiple campaigns simultaneously
6.4	Teamwork <ul style="list-style-type: none"> • Work closely on projects with sales and marketing staff • Communicate openly with other teams
6.5	Maintenance <ul style="list-style-type: none"> • Ensure that all equipment and facilities are maintained within company guidelines encompassing health & safety requirements • Ensure that any equipment/facilities difficulties are promptly referred to the appropriate manager • Ensure that all IT equipment/facilities are maintained within company guidelines and with reference to company IT policies
6.6	Policies & Procedures <ul style="list-style-type: none"> • Compliance is required for all Company Policies, including but not exclusive to the following: <ul style="list-style-type: none"> – Occupational Health and Safety – Computer / IT Policy – Confidentiality constraint agreement
6.7	Human Resources <ul style="list-style-type: none"> • Work in a climate that encourages high productivity, teamwork and reward for results. • Follow development plans as agreed with GM Marketing • Personal professional development including participation in both internal and external training programs as required
6.8	Health & Safety <ul style="list-style-type: none"> • All staff have a responsibility to actively lead and drive health and safety to build a positive culture that focuses on the prevention of workplace incident and injuries. To do this you will; <ul style="list-style-type: none"> – Work, think and act safely – Attend and receive relevant health & safety training – Provide ideas and suggestions for improving safety – Act on health & safety matters raised

7. Equipment / Technology

- Proficiency in digital marketing tools and platforms such as Google Analytics, Google Ads, Meta Ads Manager, LinkedIn Ads, and email marketing software
- Proficiency with graphic design tools (Adobe Creative Cloud Suite, Canva)
- Strong understanding of SEO, SEM, and web analytics

8. Authorisation

PD Prepared By:	Susannah Bowen	PD Agreed By:	James Cathro
PD Approved By:	James Cathro	Date Compiled/ Updated:	2/8/24