



POSITION DESCRIPTION

Title:	Services Marketing Coordinator
Business Unit:	Marketing and Communications
Location:	Melbourne Metro or other location as negotiated
Employment Type:	Ongoing Full Time or Part Time
Reports to:	Manager, Services Marketing

ABOUT UNITING

Uniting works alongside people of all ages in local communities in Victoria and Tasmania. Our services reach to Albury-Wodonga in the north, Mallacoota in East Gippsland, the Wimmera region in the west, and across Tasmania.

Uniting is the community services of the Uniting Church. We've been supporting people and families for over 100 years. We are 7000 skilled, passionate and creative people providing over 770 programs and services.

We empower children, young people and families to learn and thrive. We're there for people experiencing homelessness, drug and alcohol addiction or mental illness. We support people with disability to live the life they choose. We assist older people to maintain their independence and enjoy life. We provide opportunities to access training and meaningful employment. We're proud to welcome and support asylum seekers to our community. We work to empower people with the information, skills and tools they need to live a healthy, happy life.

As an organisation, we celebrate our diversity and welcome all people regardless of ethnicity, faith, sexual orientation and gender identity. We acknowledge Aboriginal and Torres Strait Islanders as Australia's First Peoples and as the traditional owners and custodians of the land on which we work.

Our purpose: To inspire people, enliven communities and confront injustice
Our values: We are imaginative, respectful, compassionate and bold

POSITION PURPOSE

We are seeking an experienced marketing professional to assist with the development and execution of strong client-centric campaigns which drive acquisition and growth and retention of consumers for all Uniting state-wide services. This role requires an understanding of how to drive local reach across marketing disciplines and leverage from and align with broader state-wide marketing and communications activities. The Services Marketing Coordinator will work with and as part of the wider Uniting Marketing & Communication Division to ensure communications and materials developed are relevant and engaging for consumers.

SCOPE

Budget: *nil*
People: *nil*

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Relationships:

Internal:

- Manager, Services Marketing
- Manager, Local Area Marketing
- GM Marketing and Communications
- Service Stream leads
- Subject matter experts

External:

- Consumers/clients

KEY RESPONSIBILITY AREAS

Briefly outline the primary responsibilities of this position in dot bullet points, (keep it brief but ensure you list all key areas of responsibility) - group under headings in order of importance – see *examples* below:

Service delivery

- Lead and distribute communications and marketing materials to promote the activities and achievements of metro-based program and services
- Develop and lead considered and data-driven marketing campaigns to promote Uniting's state-wide program and services across all channels
- Manage and develop relationships with program and services staff to maximise the impact of the Marketing and Communications division
- Assist with the development of a coordinate program of marketing activities
- Drive the acquisition, growth and retention of clients and manage marketing evaluation and reporting – evidence based
- Lead the creation of program and services marketing collateral
- Manage and develop relationships with program and services staff
- Identify potential media and content opportunities for both the External Communication & Content and Internal Communications teams which help to promote the work of the organisation
- Work closely with the Media Manager to assist with media enquiries relating to our suite of program and services
- Protect and promote the reputation of Uniting in line with the desired branding positioning
- Contribute to the development and implementation of the organisation's marketing strategy
- Ensure the online content for services and programs is up to date and relevant

Quality and risk

- Identify and adapt best practice to functions within the Services Marketing Team;
- Foster and promote a continuous learning environment;
- Identify and participate in personal development that ensure continuing high standards;
- Assist in the implementation of Uniting policies and procedures.

People

- Cultivate proactive team spirit by supporting regular and systematic meetings and joint planning exercises.

Personal accountability

- Compliance with Uniting's values, code of conduct, policies and procedures and relevant government legislation and standards where relevant.
- Ensure appropriate use of resources.
- Work collaboratively with Uniting (Victoria Tasmania) employees, and external stakeholders in accordance with Uniting's values and professional standards of behavior.

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- Actively participate in initiatives to maintain, build upon and promote a positive and collaborative workplace.
- Identify opportunities to integrate and work collaboratively across teams.
- Take reasonable care for your own health and safety, and health and safety of others (to the extent required).
- Promote a positive safety culture by contributing to health and safety consultation and communication.
- Promptly respond to and report health and safety hazards, incidents and near misses to People and Culture Business Partner.
- Attend mandatory training sessions (i.e. equal employment opportunity, health and safety) and mandatory training specific to position.

PERSON SPECIFICATION

Qualifications

- Tertiary qualifications and/or experience in marketing

Experience

- Experience in services marketing working within complex environments
- Comprehensive knowledge of and experience in creating engaging content for a range of marketing needs

Core selection criteria

- **Values alignment:** ability to demonstrate and authentically promote Uniting’s values
- **Effective contributor:** Team orientated, collaborative approach. Proven ability to work independently and meet deadlines
- **Communication:** Ability to effectively communicate (written and verbal) information clearly and in an engaging manner to a variety of key stakeholders. Able to adapt communication to identified need and or purpose
- **Stakeholder relationships:** Proven strong negotiation and influencing skills. Able to manage a diverse and dynamic range of sustainable relationships with various stakeholders. Have strong customer and client service skills
- Highly developed time, project management and planning skills
- Effective decision making and problem solving ability

This position description is subject to review and may change in accordance with Uniting’s operational, service and customer requirements.

Employee Name:		Manager Name:	
Date:		Title:	
Signature:		Date:	

Employment with Uniting is subject to a satisfactory national (and international where relevant) police check and Working With Children Check (in Victoria) and/or Working With Vulnerable People Check (in Tasmania) prior to commencement of and paid, unpaid work or participation in any service or undertaking.

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