



POSITION DESCRIPTION

MARKETING COORDINATOR

Position Title	Marketing Coordinator
Reports to:	Senior Client Lead
Supervising:	N/A
Hours of work:	Full time, 76 hours per fortnight
Salary Range:	\$50-65k (+Super)

Position Summary

Our Marketing Coordinators live and breathe social media, love writing blogs and are exposed to the full marketing lifecycle of our clients at Threesides. You will develop content for a range of industries and channels, so you are never bored.

In this role you will assist Directors and Client Leads with the implementation of day-to-day marketing activity on client projects to ensure desired marketing outcomes are achieved. Our Managers oversee your work and mentor you during your 6 month induction program, which is on-the-job training of the social platforms, systems and processes our agency uses. This is followed by a career plan, set by you and based on your marketing strengths and what areas of marketing you want to develop and specialise in.

Responsibilities

Your primary responsibilities will be to:

- Design the monthly social media calendars for our clients.
- Develop content for blogs, enews, websites and print.
- Brief our designers, digital team and suppliers for other assets - video, photography, ads, website dev and branding.
- Support our Managers to deliver on marketing and content plans.
- Coordinate activities to support managers such as research and drafting content for plans, presentations and content strategies.
- Project management admin including brainstorming ideas, setting up meetings, project setup, task management and following up staff and clients.

Other responsibilities include:

- Attend client marketing workshops and draft and implement actions from meetings.
- Assisting with media release production and distribution.
- Answering phones, greeting visitors and running office errands.

Performance indicator	Measurement of Performance
Conduct appropriate research and analysis.	Translate analytics and technical research to appropriate format and language for intended audience.
Ensures project delivery aligns with the client brief and branding.	Lowest amount of rework completed to match or exceed client expectations.
Liaise with clients concisely on the progress and delivery of tasks as directed by Client Leads.	Clients should have a clear understanding of the status of tasks.

Personal attributes and past experience:

- An eagerness for a career in marketing and to learn all things marketing, particularly digital marketing.
- 2+ years' experience and practical understanding of the marketing industry through previous work experience. This is a step above an entry level position.
- Ability to use or to learn our technology – project management software, digital marketing channels and tools.
- Strong communicator – must be able to write and communicate well with the team, suppliers and clients.
- Highly organised with ability to prioritise and manage competing deadlines.
- A can-do attitude and a strong work ethic – punctuality, attendance and going the extra mile is required in our busy, fast paced agency.
- Flexibility to be able to deal with ad hoc requests at short notice and switching between tasks and clients.
- A sense of humour and be easy going. We aim to create a culture where people respect each other, are open and honest and check their egos at the door.

Threesides brand values

We strive to live and work by our brand values every day.

WE LOVE WHAT WE DO

We bring lots of positive energy and passion to what we do.

We actively find ways to have fun, laugh and enjoy what we do as a team and with our clients.

Life's too short to hate what you do.



WE ARE DOWN TO EARTH

We are approachable, friendly and keep our egos in check with everyone we work with.

Whoever you are, the quality of service will always be the same and the focus will be on getting the best results.

We aren't afraid to roll up our sleeves to get the job done.



WE KNOW OUR STUFF

We are highly competent and confident in the ability of ourselves and our team.

We share our knowledge generously, are committed to keeping up with the latest developments, and we aren't afraid to try something new.

We don't make assumptions – our advice is based on research and experience.



WE'RE DREAMERS AND DO-ERS

We are innovators.

"That's the way we've always done it" isn't in our vocabulary.

We're always dreaming up new ideas to help our clients succeed and stand out from the crowd. Then we do the work that turns them from dreams into reality.



WE CARE A LOT

We genuinely care about our colleagues and clients, their lives, what they value and achieving their goals.

We believe in a shared success driven by understanding, quality and passion!

