

Position Description – Marketing Coordinator

DIVISION & TEAM	Product, Technology & Marketing	REPORTS TO	Marketing Manager (or any other position as determined and advised by JSCL)
REF	CACMCAU1 2107		
FUNCTIONAL RELATIONSHIPS	<i>INTERNAL</i> <ul style="list-style-type: none"> • <i>MARKETING MANAGER</i> • <i>DIRECTOR OF SALES JTE</i> • <i>WIDER ORGANISATION</i> 	<i>EXTERNAL</i> <ul style="list-style-type: none"> • <i>STAKEHOLDERS IN AU MARKET</i> • <i>CLIENTS</i> 	
DOES THIS ROLE HAVE DELEGATED AUTHORITY?	NO	IF YES, DELEGATED AUTHORITY AMOUNT	\$

1. ROLE PURPOSE

- Work alongside Jade Marketing Manager to execute AU go-to-market plans including areas such as market segmentation, competitor research, in market campaigns, virtual and/or in-person events plus other lead generation activities and assets.
- Monitor and measure effectiveness of AU plans and activities, and feed insights back into future marketing activities for ongoing continuous improvement.
- Work to achieve annual product growth goals for AU as part of a highly collaborative cross functional team. Partnering and working with our existing product management, marketing and design teams is a key requirement for success.
- Some office administrator duties including online ordering of stationery and office supplies.

2. KEY ACCOUNTABILITIES & EXPECTATIONS

Execute the AU marketing plans and any associated projects and deliverables.

- Work with the product management team and Marketing Manager to maintain clear and executable marketing plans for the Jade products.
- Engage with internal and external stakeholders within our AU market to gain insights and better understand / enable successful marketing and lead generation in the future.
- Complete marketing activities as directed to ensure ongoing customer success in our AU market.
- Champion the AU marketing plans.

Own and execute on AU marketing coordinator activities.

- Own the execution of all AU marketing activities through both internal and external teams.
 - Work directly with our internal marketing team and external organisations to deliver against defined marketing activities in a timely and structured manner.
 - Personally own and complete defined AU marketing activities as required by the business. Such as:
 - Campaign planning, execution and measurement
 - Local brand development
 - Event planning and execution
- Liaise with our AU sales teams and Marketing Manager to ensure that marketing efforts are co-ordinated with an effective sales strategy and in market presence.

Business Development

- Where directed by Marketing Manager, work with partner organisations and sales and marketing teams to help grow successful marketing partnerships within the market.
- Input into AU sales and marketing plans to help grow marketing opportunity.
- Identify new sales opportunities based on market knowledge and campaign results.

Jade Values and Culture

- You know our values, what they mean to us and behave in line with them
 - Feedback regarding your behaviour in line with the values from your stakeholders is positive and you seek feedback on areas where you might feel challenged
 - You keep up to date with our vision and purpose, strategies and priorities. You ask questions if you don't understand and challenge when you have different ideas
 - You behave in line with our policies, procedures and legislative obligations
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Personal Development

- You have an established training and development plan, in consultation with your People Leader and you commit to delivering against it each year
 - You engage in regular development conversations with your People Leader and actively work on areas of your development.
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Safety & Wellness

- You actively participate in and support safety and wellness initiatives
 - You understand and comply with our safety and wellness policies and procedures including emergency procedures
 - Report all accidents and incidents, including discomfort and near misses promptly
 - You keep your work area tidy and clear of clutter and hazards
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Other duties as may be reasonably required from time to time.

3. PERSON SPECIFICATION

	ESSENTIAL	PREFERRED/DESIRABLE
Education/Training		<ul style="list-style-type: none">• Marketing qualification preferred• Knowledge of automation platforms preferred
Experience/Knowledge/Skills	<ul style="list-style-type: none">• Experience owning and executing on marketing plans.• Previous experience in a similar marketing role.• Knowledge of digital marketing and associated technologies.• Ability to build AU lead database and sales funnel through effective marketing/sales initiatives.• Experience at setting up, monitoring and actioning insights on paid advertising platforms including Google Ads.• Knowledge of planning and running business events, both physical and online.• Best data practice knowledge as it pertains to ethical processing and use of prospect data.• Team player, able to collaborate with existing teams and skills.• Willingness to take ownership for the delivery of successful AU marketing activities.• Pragmatic, willing to roll up their sleeves and complete tasks at hand.	<ul style="list-style-type: none">• SaaS software experience.• Understanding of compliance related industries.• Knowledge of marketing automation platforms.• Capability to research local competitors under direction, feeding information back contribute to marketing plan.

	<ul style="list-style-type: none">• High oral and written language skills.	
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