

Position Description - Marketing Coordinator (Parental Leave Cover)

Position:	Marketing Coordinator
Reports to:	Brand and Marketing Manager
Employment Type:	Full-time (1.0FTE), fixed-term contract until September 2022
Award Pay Level:	Level 5 under the under the Social, Community, Home Care and Disability Services Industry Award 2010
Location:	Based at 214-218 Nicholson St Footscray (The ASRC offers Flexible Working Arrangements, including the ability to work remotely)

Organisational Context

The Asylum Seeker Resource Centre (ASRC) is the largest aid, employment, health and advocacy organisation for people seeking asylum in Australia. The ASRC provides a range of direct services as well as participating in law reform, campaigning and lobbying.

ASRC Marketing and Brand Program

The ASRC Fundraising and Marketing Stream is responsible for achieving financial sustainability for the ASRC and enhancing the ASRC brand.

The Marketing Program is specifically responsible for driving brand/product awareness, building brand equity and driving audience reach and engagement for the ASRC's programs, campaigns and events. Through the implementation of strategic marketing, advertising, communications and public relations campaigns the marketing team is responsible for increasing the ASRC's general supporter base and engaging the community with our work.

Specifically, the marketing function delivers a shared business service to ASRC programs designed to generate leads and help recruit new donors and advocates in order to meet fundraising targets and drive social change. In addition to supporting our fundraising and advocacy work, the program also manages content marketing, email marketing, social media, media and provides general marketing support to all other areas of the ASRC.

The Role - Specific Duties

Based in Footscray, and reporting to the Brand & Marketing Manager you will be responsible for developing and leading marketing strategies for the ASRC brand and key fundraising activities including appeals, events and merchandise as well as providing marketing support to ASRC key programs and the ASRC social enterprises.

This is a critical role within the marketing team and requires someone with excellent project management skill, a can-do attitude and strategic mindset and a natural talent for developing effective digital-first communications and marketing campaigns that deliver excellent engagement, reach and revenue results.

The main responsibilities of the role include:

- In conjunction with the Brand and Marketing Manager, develop and implement the marketing strategy to enhance the ASRC's profile and position, build awareness, generate and convert leads, attract new donors, and engage supporters to drive revenue growth.
- Develop and execute marketing campaigns/plans to support all appeals/events to achieve acquisition and conversion of donors and meet fundraising targets.
- Develop copy for web, eDMs, digital, advertising and printed marketing materials and project manage the creation of marketing assets (working with the Graphic Designer, external agencies) to ensure brand, key messages, approval and privacy policies are applied to all efforts.
- Manage external agencies, suppliers and a team of volunteers to execute the appeal and event marketing strategies to meet agreed targets, budgets and timelines.
- Working with the Graphic Designer, manage the in-house Marketing Services Model to meet the marketing needs of the organisation and specific programs. This includes managing the briefing process and design, production and distribution of marketing materials (online and offline). Ensure continuity and smooth running of the model to achieve desired outcomes.
- Support with media buy, media monitoring and PR outreach for key activities including development of media releases.
- Identify and help develop strategic partnerships with other organisations, community events and key opinion makers to raise awareness of the ASRC, enhance our profile and generate support for key activities to achieve our brand, fundraising and campaigning objectives.
- Develop and implement supporter communications (including eDMs using Mailchimp/Marketing Cloud) and ensure all marketing activities and communications are accurate, timely and on-message.

- In conjunction with the Digital Coordinator - Social Media, develop and implement lead generation and conversion strategies including the development of supporter journeys.
- Work with the Fundraising and Data Team to implement data segmentation strategies and prepare data extractions and analysis to develop and send targeted digital communications.
- Assist with reporting on key performance metrics to optimise campaigns while in market and oversee detailed monthly reporting and post-campaign analysis for all activities.

Selection Criteria

Essential:

- Substantial, proven, experience and an outstanding track record of success in planning and managing end-to-end marketing/digital marketing campaigns and communications.
- Tertiary qualifications in Marketing or a related discipline.
- Demonstrated experience in the successful planning and implementation of lead generation, acquisition and conversion marketing strategies.
- A genuine passion for effective marketing campaigns and communications that engage and deliver outcomes.
- Exceptional project management skills and an ability to work across competing priorities.
- Strong experience implementing effective marketing projects to timelines, budgets and desired outcomes.
- Sound knowledge of the marketing briefing, design and production process (for digital and print).
- Experience with post-campaign analysis and report writing.
- Experience in a fast-paced workplace delivering a high volume of marketing campaigns across varied channels.
- Highly developed interpersonal and communication skills and exceptional copywriting skills.
- Exceptional stakeholder and relationship management skills, with proven ability to collaborate and create partnerships to influence positive learning outcomes.
- Confident, positive, flexible and a "can-do" mindset.

Desirable:

- Lived experience of seeking asylum in Australia.
- Understanding of the experiences of people seeking asylum.
- Experience with marketing CRM systems and marketing email software (Salesforce / Marketing Cloud).
- Experience in a digital-led marketing environment.