

## Position Description

<b>Job title:</b>	<b>Marketing Coordinator</b>
<b>Reporting to:</b>	<b>Digital and Marketing Manager</b>
<b>Department:</b>	<b>Marketing</b>
<b>Location:</b>	<b>Administration Office, St Lucia</b>

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### Purpose of the Position

The Marketing Coordinator is responsible for effectively managing digital and traditional marketing projects in order to promote UQ Sport services and increase brand awareness to key stakeholders.

This will be achieved through working collaboratively within the marketing team, project managing, delivering strategic input into integrated digital and traditional marketing activities and delivering these activities to promote UQ Sport.

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### Key Responsibilities

- Project managing and delivering marketing campaigns to promote UQ Sport to key stakeholders within budget and deadline.
  - Working collaboratively within the marketing team to develop and deliver the marketing and operational plan aligned with corporate strategy.
  - Developing and distributing on-brand content across a range of digital and traditional platforms to attract and retain a clearly-defined audience in order to extend marketing initiatives.
  - Providing support for general marketing administration including quoting, invoicing, stock management, and reporting.
  - Providing basic support to the Graphic Design including developing social media content, digital screens and print collateral (Adobe Create Suite an advantage).
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### Essential Qualifications

- Tertiary qualifications in marketing, communications or a related discipline
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### Essential Experience and Skills

- Minimum 2 years' experience in a marketing coordinator role.
- Demonstrated excellent planning, time management and project management skills within tight deadlines and competing priorities while maintaining a high level of attention to detail
- Demonstrated ability to develop on-brand creative copy and content
- Proven ability to develop communication solutions to meet objectives across a range of audiences and platforms
- Demonstrated experience in integrated campaign and brand management including digital and traditional campaigns and production
- Demonstrated skills and best practice knowledge of email marketing and social media
- Demonstrated ability to build and maintain strong working relationships with and manage a wide range of stakeholders
- Proven attention to detail with strong proof reading skills
- Demonstrated commitment to customer service excellence
- Demonstrated ability to work positively and collaboratively in a team environment, towards solutions and support business decisions

- Proven high level of proficiency with Microsoft Office Suite, social media platforms, Mailchimp, and WordPress
- Proficiency in Adobe Creative suit (an advantage)

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## Essential Behavioural Competencies

- Serving the customer
- Conceptual and strategic thinking
- Critical information seeking
- Communicating with clarity
- Drive for results
- Quality focus
- Planning, organising and flexibility
- Collaborating with others
- Influencing and building relationships
- Innovation and creativity

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## Essential Health and Safety Responsibilities

- Adopting safe work practices
- Actively reporting workplace hazards, injuries and accidents arising from workplace activities and providing recommendations for corrective actions to prevent or minimise the chance of recurrence
- Ensuring your behaviour does not pose a risk to the health and safety of any person and does not interfere with or misuse materials, equipment or property.
- Participating in meetings, training and other health and safety activities