



Position description

Marketing Coordinator

Therapeutic Guidelines

Therapeutic Guidelines is an independent not-for-profit organisation. Its aim is to promote the quality use of medicines and to assist practitioners with decision making at the point of care. It does this through the writing, publication and sale of clinical resources.

Therapeutic Guidelines is a source of independent, evidence-based, practical treatment advice for clinicians. Widely considered an unsurpassed source of best practice therapeutic information it is recognised as providing an authoritative voice for therapy and treatment advice in every state and territory health service in Australia. For more information visit: www.tg.org.au.

Marketing Coordinator

The Marketing Coordinator will report directly to the Communications Manager and be responsible for:

- Coordinate above and below the line marketing activities, including guideline releases, social media, newsletters, digital advertising and conferences.
- Coordinate logistics of events and conferences.
- Assist in the preparation of marketing plans, marketing strategies and creative briefs.
- Assist in the preparation of quarterly and yearly marketing reports.
- Assist in development of campaign timelines and A-Z campaign execution.
- Monitor activity on Therapeutic Guidelines social channels.
- Maintain social media and marketing calendars.
- Assist with Therapeutic Guidelines Foundation marketing activities.
- Assist with gathering and reporting sales team and customer feedback.
- General administrative duties including archiving, filing and categorising marketing activity.
- Assist the Communications Manager and the broader Sales and Marketing team as required.

Key Responsibilities

The principal responsibilities of this role include:

Marketing and Communications

- Assist in developing marketing and communications recommendations to grow subscriptions to *Therapeutic Guidelines* in collaboration with the Sales and Marketing team.
- Assist in the preparation of marketing reports, customers surveys and KPI measurements.
- Coordinate communications requirements and the production of communications materials from A-Z.
- Liaise with media/advertising vendors and ensure all marketing and advertising deadlines are met.
- Assist in coordinating content for new guideline releases and communications, including the company's annual newsletter to Members.

- Assist in writing website content.
- Maintain archival record of Therapeutic Guidelines advertising, communications and promotional materials.

External Engagement

- Represent the company values and be a brand champion for Therapeutic Guidelines at selected conferences and events. Maintain and update a contacts database for promotional activities.
- Assist in conference exhibit and sponsorship bookings.
- Coordinate and grow the Therapeutic Guidelines Academic Sponsorship prizes initiative.

Social Media

- Monitor engagement and activity on social media accounts. Assist in the development and implementation of an annual social media calendar.

Core competencies

Prioritisation Organisational and time management skills. Spends time on what's important, can quickly sense what will help or hinder accomplishing a goal.

Effective communicator Excellent communication skills. Relates well to all kinds of people, both inside and outside the organisation. Builds constructive and effective relationships.

Skilled writer Excellent written skills. Proven ability to write for a variety marketing of platforms (eg social media); and marketing reports.

Team player Enjoys working as part of a close-knit team. Can quickly find common ground and solve problems for the good of all and encourages collaboration. Positive and can-do attitude.

Technology Able to adapt to new technologies.

Key Attributes

Qualifications

Qualifications in marketing, communications, business or commerce.

Experience

- Experience in the advertising or marketing fields will be viewed favourably
- Experience with graphic design and the Adobe suite will be viewed favourably

Skills

- Ability to work to deadlines
- Excellent interpersonal and team-working skills

- Excellent verbal and written communication skills
- Good knowledge of Microsoft Office software
- Commitment to provide an excellent quality of work, with a high level of attention to detail
- Flexible work attitude and ability to adapt to new and changing work circumstances

A six-month probation period applies to full and part time positions of more than 6 months. The list of responsibilities herein is not intended to be all-inclusive and may include additional responsibilities as required and assigned. It may become necessary to modify/change these position responsibilities from time to time.

Hours

Full-time: Monday to Friday: 38 hours per week

Document information

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Prepared by: Alya Raydan and Stephanie Wynne