

POSITION DESCRIPTION

Position Title:	Marketing Coordinator
Department:	Sales, Marketing and Events
Reports to:	Manager, Marketing & Communications
Mode of Employment:	Full time

Australian Human Resources Institute

The Australian HR Institute (AHRI) is the national association representing human resource and people management professionals.

The team at AHRI:

- Set the professional standards for HR in Australia through HR certification.
- Provide education and training services in HR, people management and business skills.
- Produce world-class conferences, including the AHRI National Convention & Exhibition (NCE)
- Host seminars and networking opportunities all over Australia.
- Celebrate excellence in HR practice across Australia through the highly regarded AHRI Awards.

Find out more: <https://www.ahri.com.au/about-us>

Position Objective

The Marketing Coordinator supports the delivery of end-to-end marketing campaigns across AHRI's membership, events, programs and strategic initiatives, ensuring campaign activity is executed accurately and on time to achieve campaign objectives and contribute to AHRI's strategic plan. Operating in a fast-paced environment, you will coordinate multiple concurrent campaigns and deadlines to deliver high-quality outcomes, while building strong stakeholder relationships across the organisation.

Key Responsibility Areas

- Assist in the development and coordination of marketing campaigns for AHRI's conferences and events, research and advocacy work, learning programs, State Council networks and membership initiatives.
- Coordinate multiple concurrent campaigns in a fast-paced environment, working both autonomously and collaboratively to meet deadlines and support campaign objectives.
- Build strong stakeholder relationships with internal departments and external vendors, including agencies and suppliers, to support the effective delivery of marketing initiatives and campaigns.
- Develop engaging copy for email, social media, e-newsletter articles and website content.
- Design visually engaging marketing collateral using Canva, including social media graphics and video, email banners, digital assets and other collateral, ensuring alignment with brand guidelines and campaign objectives.
- Coordinate website content updates through the CMS (Wordpress), including publishing and maintaining campaign content to ensure information is accurate, up-to-date and aligned with brand guidelines.
- Develop marketing plans in response to campaign briefs, outlining key tactics, channels, timelines and deliverables to support campaign objectives.
- Track, analyse and report on marketing campaign performance, including key metrics such as website visits, social media impressions, leads and registrations.

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- Attend internal stakeholder meetings for relevant campaigns, providing updates on marketing activity and campaign progress.
- Contribute to the monthly Marketing and Communications report by collating data and insights that support the team in measuring performance against organisational strategic objectives.
- Assist with the creation of purchase orders and processing of invoices related to marketing activity.
- Undertake general administrative duties and project work related to marketing and communications.

Organisational Responsibilities

Occupational Health and Safety

- Co-operate with management in its fulfilment of its legislative obligations. Take reasonable care to ensure own safety and health, and that of others, and to abide by your duty of care provided for in the legislation.
- Report any injury, hazard or illness immediately, where practical to your manager.

Information Technology

- All social media posts must abide by AHRIs policy and follow the AHRI values of respect, confidentiality and privacy.
- Take reasonable care of all IT equipment. All equipment must only be used for the purpose it was provided.

Organisational

- Employees are required to contribute to and comply with all AHRI employment and operational policies and procedures.
- Follow the AHRI values of Trust / Diversity / Learning / Evolving / Collaborate in conjunction with the AHRI Code of Conduct.
- Build and maintain effective relationships with all relevant stakeholders including but not limited to team members, other AHRI employees and our membership/and clients.
- Undertake other relevant duties, projects and initiatives which are consistent with the employee's skill, competence, and training.
- Actively identify and participate in the development and implementation of improvement initiatives to drive business growth.
- During periods of high volume / events employees are required to be available to work in the office as directed and undertake reasonable travel.
- Undertake all training as directed.
- Employees are required to undertake their duties within the core hours of 7am to 7pm.

Key Selection Criteria

Qualifications

- Tertiary qualification in Marketing and Communications or similar

Experience/Knowledge/Attributes

- Experience in a similar marketing role with a focus on delivering successful end-to-end, multi-channel marketing campaigns.
- Excellent organisational and administrative skills, with strong attention to detail and the ability to manage multiple tasks, timelines and priorities efficiently to deliver high-quality outcomes.
- Demonstrated ability to work effectively as part of a team and build strong relationships with internal cross-functional teams and external stakeholders including agencies, to ensure campaign objectives are met.

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	<ul style="list-style-type: none">• Exceptional written and verbal communication skills, with demonstrated experience in developing engaging marketing content.• Proficiency in marketing platforms and systems, including CRM, website content management systems (CMS), email marketing platforms, Google Analytics and social media such as LinkedIn, Instagram, Facebook and YouTube. Experience with Dynamics 365 is desirable.• Proven experience in creating marketing collateral using design platforms such as Canva or Adobe Creative Suite, with the ability to produce visually engaging assets aligned to brand guidelines.• Demonstrated ability to work effectively in a fast-paced environment, adapting to changing priorities and making timely adjustments to support delivery and campaign objectives.• Experience in analysing campaign and business data, and supporting the preparation of reports that inform decision-making and contribute to business outcomes.
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