



POSITION DESCRIPTION

Position Title:	Retail Marketing Coordinator
Location:	Box Hill
Reporting to:	Merchandise Manager
Direct Reports:	Nil

ORGANISATIONAL CONTEXT

Our Vision

The Society aspires to be recognised as a caring Catholic charity offering ‘a hand up’ to people in need. We do this by respecting their dignity, sharing our hope and encouraging them to take control of their own destiny.

Our Mission

The St Vincent de Paul Society (the Society) is a lay Catholic organisation that aspires to live the gospel message by serving Christ in the poor with love, respect, justice, hope and joy, and by working to shape a more just and compassionate society.

Our Values

- Commitment: Loyalty in service to our mission, vision and values
- Compassion: Welcoming and serving all with understanding and without judgement
- Respect: Service to all regardless of creed, ethnic or social background, health, gender, or political opinions
- Integrity: Promoting, maintaining and adhering to our mission, vision and values
- Empathy: Establishing relationships based on respect, trust, friendship and perception
- Advocacy: Working to transform the causes of poverty and challenging the causes of human injustice
- Courage: Encouraging spiritual growth, welcoming innovation and giving hope for the future

Our Services

The St Vincent de Paul Society’s members and volunteers provide practical support, advocacy and friendship to the most vulnerable in our community.

Key services include home visitation; youth programs; soup vans; assistance for asylum seekers and refugees; Compeer programs for people experiencing mental illness; education and tutoring; overseas development programs and a range of accommodation and social services through the VincentCare Victoria network.

Volunteer service is the backbone of the St Vincent de Paul Society. The Society is made up of dedicated ‘members’; all who volunteer their time to undertake a range of community support activities at a local level (‘conference’), semi-regional level (‘regional’), regional level (‘central’), and state level (‘state’). There are also a number of volunteers who form part of collaborative state and national committees, special works and also service the Vinnies Shops.



The St Vincent de Paul Society in Victoria has more than 3,458 members and 8,660 other volunteers. In Australia, there are 19,950 members and 38,025 volunteers. Internationally, the Society operates in 150 countries and has over 800,000 members and volunteers.

PURPOSE OF ROLE

The Retail Marketing Coordinator will lead the process of developing and executing the State retail marketing strategy for Vinnies shops in Victoria.

The role will have a focus on promoting the brand and increasing sales revenue for the organisation.

KEY ACCOUNTABILITIES

Key Accountability	Deliverables
Contribute to the organisational culture	<ul style="list-style-type: none"> • Demonstrate understanding and empathy with the mission and ethos of the St Vincent de Paul Society • Respect the Catholic values inherent within the Mission of this organisation • Ensure the Society’s values are incorporated into all aspects of the role • Respect the expression of spirituality and reflective practice in the workplace • Positively contribute to and influence organisational culture. • Actively participate in activities that develop personal and professional skills, knowledge and experience. • Advance organisational objectives and champions important issues with key stakeholders • Regularly attend and actively participate in all team / divisional and organisational meetings. • Contribute to developing a culture of continuous improvement and respond positively to change. • Maintain high level awareness of client/member issues as impacted by political, economic, social and technological change
Safety - Manager	<ul style="list-style-type: none"> • Support the State Council, Chief Executive Officer and Senior Executive Group in the discharge of their safety obligations • Support front line managers, staff and volunteers to identify and resolves hazards • Close actions relating to quarterly workplace inspections in the required timeframes
Planning, Compliance and Finances	<ul style="list-style-type: none"> • Plan business plans and budgets to ensure that all resources; be they human, material or financial, are managed effectively and with efficiency to achieve positive outcomes. • Ensure that all activity is ethical and compliant with legislation, regulation and organisational policies • Ensure audit directions are complied with and accountability requirements are met. • Manage annual budgets, facilitate local participation in budget preparation (where relevant) and ensure that budgets are completed and lodged within designated timeframes. • Report on financial status monthly and report on variations to budget. • Deliver on objectives within budget



Provide strategic direction through the development and execution of a State based retail marketing strategy for Vinnies shops	<ul style="list-style-type: none"> • Develop a marketing strategy for State retail activity • Develop and execute a rolling 12month tactical retail plan • Develop a plan to capitalise on local area marketing initiatives, to support new store openings and help achieve retail category initiatives • Develop a Vinnies Loyalty card and database
Build cross-promotional opportunities and manage stakeholder relations with major partners	<ul style="list-style-type: none"> • Manage the development of cross promotional opportunities with corporate partners • Ensure compliance with internal controls for corporate relationships
Manage development and production of in store promotional materials	<ul style="list-style-type: none"> • In conjunction with the Merchandising Manager develop a suite of category signage and ticketing • Develop cross promotional opportunities with the Fundraising team during appeal times or other marketing activity
Promotion of Vinnies shops	<ul style="list-style-type: none"> • Work with the merchandising manager to promote the product offer to the market • Liaise with the Public Relations, Social Media Coordinator and Campaign Specialist on a Social Media plan for Vinnies shops • Provide information as required to the Public Relations and Social Media Coordinators on public relations and promotional opportunities for Vinnies Shops
Financial Performance	<ul style="list-style-type: none"> • Contribute to preparation and approval for budget and ensure compliance with budgets • Actively participate in development of financial reporting systems • Produce monthly reports on promotional activities and sales results
Liaise with National Committees	<ul style="list-style-type: none"> • As required, implement National Marketing initiatives at the State or local level

POSITION CONTACTS

Most Frequent Contacts	Internal/ External	Nature or Purpose of Contact
GM Vinnies Retail	Internal	<ul style="list-style-type: none"> • Support/advice/ provision of information
Merchandising Manager	Internal	<ul style="list-style-type: none"> • Work with Merchandising Manager to achieve strategic goals
Fundraising, Marketing & Development Team	Internal	<ul style="list-style-type: none"> • Support/advice/ provision of information



Other SVDP staff, members and volunteers	Internal	<ul style="list-style-type: none">• Work with all staff and provide exemplary customer service and pro-active communication
Suppliers	External	<ul style="list-style-type: none">• Provide advice on supplier requirements
Donors & supporters including individuals, corporate, philanthropic trusts and foundations, community groups & marketing & fundraising consultants	External	<ul style="list-style-type: none">• Liaise with a view to commence, continue or increase donations of goods and services to the SVDP Society



DELEGATIONS OF AUTHORITY

You will be required to work within the delegations of authority policy.

KEY REQUIREMENTS

Qualifications

- Tertiary Marketing Qualifications

Skills

- Strong time management skills, including ability to meet deadlines
- Ability to build rapport and influence others
- Strong communication skills
- Innovative & practical in problem solving
- Strong attention to detail
- Effective judgement & decision making
- Ability to work well under pressure
- Strong consultative approach with outstanding communication skills both written and verbal

Knowledge / Experience

- Experience in retail marketing
- Ability to develop and implement retail marketing strategies that increase sales and profitability
- Proven communication, collaboration and negotiation skills
- Stakeholder and relationship management skills
- High degree of computer literacy including Microsoft Word, Excel, Outlook, Publisher, Internet search and basic Domain skills
- High level of interpersonal skills: ability to liaise with others within and outside of the Society
- To have an empathy and understanding of the ethos and mission of St Vincent de Paul Society.

Attributes

- Outstanding communication skills both written and verbal
- Passion and skill to represent organisational values
- Ability to work independently and/or as directed by the Merchandise Manager.
- Strong organisational and time management skills including the ability to set priorities, work within time frames and set deadlines

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