

RIDBC Position Description

Position Title: **Marketing Coordinator**

Last updated: **Oct 2019**

Reports Directly To: **Services Marketing Manager**

Direct Reports: **Nil**

Stream/Function/Department: **Marketing and Communications Department**

RIDBC Overview

Royal Institute for Deaf and Blind Children (RIDBC) provides quality, innovative services to achieve the best outcomes for current and future generations of Australians with vision and/or hearing loss.

Services include:

- Early learning programs for children with vision and/or hearing loss from birth to eight years
- Preschool and school programs for children with vision and/or hearing loss and specialist preschool and school support services for children attending mainstream preschools and schools
- Assessment, planning and therapy sessions for children and adults with vision and/or hearing loss
- Specialist hearing and vision services delivered to children, adults and families in regional and remote areas of Australia via videoconference technologies (Remote Services)
- Cochlear implantation and habilitation services for children and adults, through SCIC Cochlear Implant Program, an RIDBC service
- World class research, continuing professional education programs and postgraduate courses for professionals working with people with vision and/or hearing loss, through RIDBC Renwick Centre.

As a charity, RIDBC relies significantly on fundraising and community support to be able to continue to make a difference in the lives of people with vision and/or hearing loss.

Working for RIDBC

RIDBC's ability to provide high quality services to people with vision or hearing loss is directly dependent on the experience, knowledge and professionalism of its staff.

With more than 500 employees and over 1,500 volunteers, RIDBC employs a diverse range of staff across its many programs including: teachers, audiologists, speech pathologists, surgeons, orthoptists, occupational therapists, psychologists, physiotherapists, technology consultants, academics and researchers. We also employ a range of people in business support functions including corporate services, library services, fundraising, marketing and communications and human resources.

RIDBC is an Equal Opportunity Employer. Compliance with child protection legislation is essential to all child-facing positions. At RIDBC we are committed to employing the very best people in the industry who have a genuine passion for working with children and adults with disabilities and have the right level of experience and knowledge.

RIDBC Values

- Integrity – Our actions match our words
- Empowerment – Owning my experience
- Community – Connected, not isolated
- Respect – We all matter
- Courage – Go beyond fear
- Communication – Exchange with purpose

RIDBC Marketing and Communications Team

The RIDBC Marketing and Communications Team is responsible for raising awareness of RIDBC, strengthening the RIDBC brand, marketing RIDBC programs and services, developing marketing materials, publications and content (online and offline), managing internal and external communications and media relations activity.

RIDBC Marketing Coordinator – Main Role Purpose

The role of RIDBC Marketing Coordinator calls for an organised, detail focused professional. Someone who is keen to develop their career in a fast-paced environment and be one of the key contacts for the Marketing and Communications team.

The role requires a proactive marketer, with the confidence and ability to implement effective marketing activities and work with key internal and external stakeholders across the varied services of RIDBC. These may include RIDBC colleagues, clinical service partners, referral networks, clients and families.

In addition to providing marketing support and coordination across RIDBC, this role will focus and work on specific priority areas and services within the varied RIDBC service offering, as required.

Core skills requirements include:

- Marketing planning and scheduling
- Creative briefing, design and print production coordination
- Social media and digital marketing campaign development, delivery and analysis
- Website and social media content development and management
- A strong digital competency to develop, implement and evaluate campaigns
- Copywriting and editing (including writing for brochures, publications, the web, social media channels, e-communications)
- Event management experience

Reporting to the Services Marketing Manager you will be required to juggle a challenging tactical workload while also contributing to the strategic development of the Marketing and Communications team.

Key Responsibilities (including but not limited to)

- Implement marketing activities to raise awareness and promote RIDBC's services and programs
- Work across the organisation to ensure integration and effectiveness of marketing activities
- Position RIDBC as the 'go to' provider of services for people who are deaf or hard of hearing, and people who are blind or vision impaired; attracting new clients and retaining existing clients
- Review, evaluate, and report on marketing activity, measuring against performance metrics
- Develop relationships with key stakeholders, including clinical service partners, funding bodies and supporters, referral networks, clients and families
- Assist with the management and implementation of events and seminars
- Develop a good understanding of services offered by RIDBC, healthcare sector, key competitors, and government funding models to ensure marketing campaigns are effective for clients
- Contribute to mapping the RIDBC client journey
- Develop and evaluate digital and social media campaigns
- Update RIDBC websites and social media channels as required
- Ensure publications, online and offline communications and key messages are consistent with RIDBC brand guidelines
- Act as one of the key contact points for internal and external enquiries into the Marketing and Communications team
- Adhere to and demonstrate the RIDBC values by working collaboratively with team members and colleagues across RIDBC to ensure consistency, efficiency and collaboration
- Ensure all communications, media and PR activities are conducted in a manner appropriate to the educational, privacy and family needs of the children and adults we serve
- Contribute to and attend professional development opportunities
- Follow RIDBC workplace health and safety programs to ensure a safe working environment for self and others

Relationships

- Support the Director, Marketing and Communications and Services Marketing Manager to develop and deliver campaigns and strategy
- Work with other team members to implement marketing campaigns, materials, publications and content that effectively promote RIDBC programs and services

Qualifications

Undergraduate

Tertiary qualifications in Marketing, Communications or a related discipline, and/or relevant experience in a similar role

Knowledge, skills and experience required to perform this role

- Three (3) years' experience in a similar role.
- Track record implementing successful marketing strategies to drive acquisition, retention, and awareness
- Demonstrated experience using digital channels as part of the marketing mix, as well as briefing and managing graphic designers/creative agencies
- Demonstrated experience in project and events management, and the ability to work in a high-volume, high-output team environment
- Proven track record working effectively across cross functional teams and influencing stakeholders at various levels of the organisation

Personal Attributes

- Effective team member with excellent communication skills
- Exceptional interpersonal and team collaboration skills
- Outcomes focused
- Service and delivery oriented
- Proactive and persistent
- Ability to meet tight deadlines
- Initiative and the ability to work autonomously
- Role model interpersonal, professional and leadership behaviours consistent with RIDBC's core values of Integrity, Empowerment, Community, Respect, Courage and Communication

Challenges and how the position deals with them

- Navigates through the complex structures, shows understanding and empathy for differences within RIDBC
- Uses resources wisely, drawing on expertise within the organisation, creativity, and out of the box thinking
- Produces effective and impactful marketing campaigns to help clients choose RIDBC as their provider of choice

Staff member's name (print):		Date:
Staff member's signature:		

Supervisor's name (print):		Date:
Supervisor's signature:		