
Marketing Coordinator

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| Team: | Growth and Innovation Team |
| Location: | Footscray |
| Date: | November 2020 |
| Status: | Full time |
| Reports to: | Growth and Innovation Manager |

Our organisation

On the Line is a professional social health organisation that delivers outsourced digital counselling solutions on behalf of our funders. Our 24/7 telephone, online chat and video counselling services, are staffed by professional counsellors, psychologists or social workers who have experience working with a range of social and mental health issues.

Our mission

On the Line is a professional social health organisation providing counselling support, anywhere and anytime. We listen and encourage people to feel better: building resilience, fostering healthy relationships, and connecting people with community support.

Our vision

Encouraging people to feel better and create a life worth living.

Our values

Courage

- Brave and inspired leadership
- Owning our story
- Kindness and compassion for ourselves and others
- Generosity in spirit

Curiosity

- Explore possibility
- Listen, seek to understand
- Be interested in others, what they are passionate about and what drives and inspires them
- Open to new and different ways of working and seeing the world

Connections

- Creating a welcoming and meaningful work environment for ourselves and our clients
- Value and engage with others through the stories people tell
- Highly developed self-awareness. Understand how our actions affect others
- Creating harmonious connections with ourselves, others and our environment

Position purpose

On the Line delivers over 20 mental health and counselling services on behalf of government and commercial funders. Our professional counsellors help over 130,000 clients in a year through phone and online counselling.

The Marketing team, which is part of the Growth and Innovation team, provides marketing and communications support to over ten service lines and the corporate brand. The team's role is to let key target groups know that help is available, anywhere and anytime. Marketing support provided includes websites, resources, blogs, self-help tools, social media, organic and paid campaigns, promotional material, and online events and forums.

The Marketing Coordinator works closely with the Marketing team to grow awareness across our corporate brand and client-facing service lines, and implements activities to increase call volume and online engagement.

The Marketing Coordinator will help to drive the marketing strategy through multiple channels and supports the following areas of activity:

- **Brand awareness:** Focussed on letting people know help is available 24/7, the Marketing Coordinator will work with the Marketing team to implement activities to raise awareness of our service lines to reach new clients across digital and traditional channels.
- **Online engagement:** To increase our reach into the community and enable people to get the support they need, the Marketing Coordinator will work with the team to encourage people to engage with our online platforms. The Marketing Coordinator will implement activities to increase time spent on the website, improve engagement on social media channels, and grow email campaign click rates.
- **Corporate and B2B marketing:** Working with the Growth and Innovation Manager, the Marketing Coordinator will implement activities to lift the profile of the corporate brand. The Marketing Coordinator will also explore, implement and coordinate media opportunities for the CEO.
- **Marketing insights:** Working with the Growth and Innovation Manager, the Marketing Coordinator will prepare reports, and provide insights and analysis to continuously find ways to improve marketing activities.

Key activities

Brand awareness

- Develop high-quality promotional material for multiple service lines, coordinating updates, printing, and distribution.
- Develop and book in advertising campaigns to raise brand awareness across print, digital newspapers, radio and TV for various service lines.
- Proofread and edit marketing material to ensure accuracy.
- Coordinate logistics for events, including creating impactful presentations, organising promotional and display material, and attending when required.
- Update and maintain external directories for our service lines.
- Measuring brand and service line awareness.
- Ensuring that all internal and external collateral, content and communications must align with our brand identity.

Online engagement

- Develop and implement an effective email marketing strategy for various service lines.
- Collaborate with the Marketing team to develop highly engaging online content including articles and social media posts.
- Work closely with the Digital Manager to maintain the social media calendar and curate engaging content for corporate and client-facing social media channels that promotes audience engagement.
- Collaborate with the Digital Manager to monitor, listen and respond to messages, enquiries and comments on social media to encourage engagement.
- Upload and schedule social media content to LinkedIn, Facebook, Twitter, and Instagram.
- Assist in the development and coordination of the social media partnership marketing strategy to encourage cross-promotion.
- Assist with community building activities and events on the online forums to grow attendance and engagement.
- Assist with keeping corporate and service line websites maintained and up to date, including uploading content aligned to the SEO strategy.

Corporate and B2B marketing

- Work with the Growth and Innovation Manager to prepare high-quality corporate material, media releases, media backgrounders, briefs, and key messages to support spokesperson.
- Coordinate requests for information from the media and interviews.
- Upload content to the intranet and ensure it is up to date and accurate.
- Manage and respond to marketing enquiries, including donation enquiries.
- Collate and manage B2B databases.
- Manage photography and video filming and editing for internal and corporate communications.

Marketing insights

- Prepare accurate reports on marketing activities and engagement, and provide insights and analysis to maximise return on investment.
- Format and compile the data for monthly department reporting.
- Undertake reporting and analysis of KPI's and targets and make evidence based recommendations on service enhancements and tailor your approach accordingly.

Growth and Innovation team

- Collaborate with agencies and other third party suppliers.
- Contribute to broader marketing efforts to achieve department goals.
- Perform other duties as required to support the objectives of organisation.

What you bring to the role

- Tertiary qualifications in marketing, communications or related field
- Excellent communication and writing skills
- Previous experience working in a busy marketing team
- Experience working with all types of social media
- Experience using an email campaign platform (e.g. Campaign Monitor, Mailchimp)
- Strong knowledge of Microsoft Office (e.g. Word, Excel, PowerPoint, Outlook, Teams)
- Experience using Content Management Systems (WordPress preferable)
- A current National Police Records Check (or willing to apply for one)
- Working with Children Check (or willing to apply for one)

What you will need to demonstrate

- Solution focused attitude and a growth mindset
- Exceptional attention to detail
- Ability to work within a team
- Motivated and ability to use own initiative while remaining accountable for your own work
- Excellent time management and organisational skills

Health safety and wellbeing

All employees at On the Line have a shared responsibility to advocate for a healthy and safe working environment. This means that you will take reasonable care to protect your own health and safety and that of any other employee or visitor in our working environment. We all have a responsibility to report any incident or injury and to embrace key initiatives that minimise risk to you, your colleagues and On the Line.

Decision making authority

You will work collaboratively with the Head of Growth and Innovation and have co-authorisation or decision-making authority (refer to the Delegations of Authority Policy).

Dimensions and working relationships

Working relationships

Head of Growth and Innovation
Service Design and Growth Manager
Commercial Relationships and Contracts Manager
Web and Digital Content Producer
Business Intelligence Analyst
Policy Research and Bid Writer
Other On the Line staff as required

Shift requirements

Monday to Friday full-time – office based with option to work from home one day a week.

Positon description maintenance

Reviewed Last: September 2020

Conducted By: Head of Growth and Innovation

Approved By: Chief Executive Officer

Next Review: **June 2021**

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| Risk Rating | LOW | MEDIUM | HIGH | EXTREME |
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