



POSITION DESCRIPTION

Position Title:	Retail Marketing Coordinator
Location:	Dandenong South
Reporting to:	Liz Randle
Direct Reports:	None

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

The organisations:

St Vincent de Paul Society Victoria Inc. is the single member of VincentCare Victoria, a company limited by guarantee created in 2003 to focus on the age care services and government funded community services activities of the Society. Within the overall structure are three separate legal entities, each with their own governance structure, but sharing CEO and central offices. The organisations took the decision to co-locate their central offices in 2020. There is also to be a transition to a shared services model (including HR, Finance, IT, Risk and Marketing, Fundraising and Communications) which will provide internal services across the organisations.

St Vincent de Paul Society Victoria:

The St Vincent de Paul Society Victoria is a well-recognised and highly regarded charitable organisation established in Australia in 1854, which aspires to be recognised as a caring Catholic charity offering ‘a hand up’ to people in need. It does this by respecting their dignity, sharing hope and encouraging people to take control of their own destiny. Staff, volunteers and members provide practical support, advocacy and friendship to the most vulnerable in our community.

St Vincent de Paul Society Victoria delivers its services through a group structure. At the core is SVdP, primarily funded through its retail network of Vinnies shops and its fundraising activities which delivers material and companionship to those in need through its home visitation, assistance centres, soup vans and a range of education programs.

VincentCare:

VincentCare provides a range of professional accommodation and support services to people that are facing disadvantage and those that are ageing throughout metropolitan and regional Victoria. The primary focus is to:

- provide quality services for people at risk or experiencing homelessness, people with a disability, and men and women struggling with complex needs including substance abuse and mental health issues
- advocate for vulnerable and disadvantaged people, respect their dignity and rights and understand their needs so as to provide them with support and encouragement and enable greater independence.

OUR CHILD SAFETY COMMITMENT

St Vincent de Paul Society (the Society) is committed to the safety and wellbeing of all children and young people. Our members, volunteers and employees understand that child safety is everyone’s responsibility and is at the centre of all that we do and every decision we make.

We have zero tolerance for child abuse or neglect.

We are committed to providing a child safe environment where children and young people are safe and feel safe, and their voices are heard about decisions that affect them. This includes but is not limited to the cultural safety of Aboriginal & Torres Strait Islander children, children from diverse cultural, linguistic, and/or religious backgrounds, children who identify as lesbian, gay, bisexual, transgender, queer, intersex, asexual (LGBTQIA), and children with a disability.

Whilst all Society programs and activities may not involve regular contact with children by members, volunteers and employees, it is the decision of the Society State Council that all Society programs and activities will be subject to the Child Safety Policy.

PURPOSE OF ROLE

This role reports to the Merchandise Manager and works closely with Retail Marketing Manager to support the retail marketing plan across retail all platforms. This will include, social media (Facebook Instagram and google), in shop promotions, VIP program support and assistance, Design and creation of EDM promotions.

Support members and volunteers to be effective in their responses to the most disadvantaged in our communities.

KEY ACCOUNTABILITIES

Key Accountability	Deliverables
<p>Contribute to the organisational culture</p>	<ul style="list-style-type: none"> • Demonstrate understanding and empathy with the mission and ethos of the St Vincent de Paul Society and ensure the Society’s values are incorporated into all aspects of the performance of the role • Respect the Catholic values inherent within the Mission of the organisation and the expression of spirituality and reflective practice in the workplace • Positively contribute to and influence organisational culture • Actively participate in activities that develop your personal and professional



	<p>skills, knowledge and experience</p> <ul style="list-style-type: none"> 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
Safety	<ul style="list-style-type: none"> Take reasonable care for your own safety and that of others that may be affected by your actions or lack of actions Identify and report hazards within 24 hours of them occurring on the incident reporting system Manage day to day risks in line with policy and procedures
Digital	<ul style="list-style-type: none"> Assist in creating digital posts (Facebook, Instagram, LinkedIn) for retail teams. Writing copy and editing images as required. Assist in monitoring comments/posts. Updating Google business opening hours for shops.
VIP	<ul style="list-style-type: none"> Assist in development of Vinnies VIP Loyalty database in acquisition and retention. Assist in creating EDMs for VIP database (4 a month) Assist in creating images for EDMs
General support	<ul style="list-style-type: none"> Support Retail Marketing Manager in developing marketing strategy for State retail activity. Assist in planning and executing rolling 12 month tactical retail plan. Assist in creating posters and in store signage for store sale lead initiatives. Assist in store opening initiatives such as promotional activities, digital posts, fun activations Responsible for the update and collation of all Marketing Collateral ensuring shops have correct POS.

POSITION CONTACTS

Most Frequent Contacts	Internal/ External	Nature or Purpose of Contact
Merchandise Manager	Internal	<ul style="list-style-type: none"> Line Manager
Retail Marketing Manager	Internal	<ul style="list-style-type: none"> Direct Reports
Marketing/Fundraising in Central Office	Internal	<ul style="list-style-type: none"> Support and advice
ASM's and Shops	Internal / Customers	<ul style="list-style-type: none"> Customers / recipients of our service



DELEGATIONS OF AUTHORITY

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

KEY PERFORMANCE INDICATORS

These will be developed by the Manager in consultation with the incumbent and will regularly be reviewed.

KEY REQUIREMENTS

Qualifications

- Qualification and or comparable experience in Marketing essential

Skills

- Outstanding communication skills (written and verbal), with the ability to effectively engage with a broad range of internal and external stakeholders
- Ability to manage competing priorities, tasks and overall expectations
- Strong attention to detail
- Effective judgement & decision making
- Strong time management skills, including ability to meet deadlines

Knowledge / Experience

- Experience in providing marketing support in a retail environment
- Experience in successfully executing planned marketing activities to a high quality
- Demonstrated experience in creating and managing multi-channel digital marketing campaigns.
- Demonstrated experience of copywriting (ideally in the retail industry)
- High level of experience in the use of technical platforms including Microsoft Word, Excel, Outlook, Publisher, Internet search and basic Domain skills
- Proficiency with navigating the administrative requirements and tools available on all major social media platforms and third party digital marketing software (e.g. Facebook, Instagram, Campaign Monitor, etc).
- Experience working with rewards programs (preferable)
- Experience in working autonomously, whilst part of a larger team environment

Attributes

- A real passion for delivering incredible customer service
- A “Can do” proactive attitude and positive team spirit
- Behaves in an ethical and professional manner at all times
- Responsive and flexible
- Outcomes driven
- Initiates action
- Continuous Learner
- Willingness to vary normal working hours from time to time
- Awareness of, and ability to work within, the ethos of the Society



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.