

Position Description: NSW Digital Marketing Coordinator

Position:	NSW Digital Marketing Coordinator
Business Unit & Location:	NSW Commercial Team; Sydney Office
Reports To:	NSW Commercial Director
Direct Reports:	None

Position Purpose:	<p>To create digital marketing and promotional tools in relation to events, membership and sponsorship in the NSW Division.</p> <p>To create effective digital and email campaigns that optimise member engagement.</p>
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Scope	
Key Internal Relationships:	<p>NSW Executive Director</p> <p>NSW Commercial Director</p> <p>NSW Events Manager</p> <p>NSW Membership & Development Executive</p> <p>NSW Events Coordinator</p> <p>NSW Events and Marketing Administrator</p> <p>NSW Commercial Assistant</p>
Key External Relationships:	<p>Members</p> <p>Sponsors</p> <p>External suppliers including printers, designers, marketing vendors etc.</p>

Key Accountabilities		
Key Responsibilities	Key Tasks	Measure of Success
Digital Marketing	<p>Create digital marketing and promotional tools including email campaigns, online advertisements, social media, email footers, HTML, newsletters and event flyers etc.</p> <p>Ensure all material produced is consistent and aligned with the Property Council's branding guidelines.</p> <p>In consultation with the NSW Commercial Director and NSW Executive Director create and implement a dynamic digital communication plan for the NSW division.</p> <p>Proactively initiate and deliver innovative digital communication campaigns that will enhance our digital marketing efforts.</p> <p>Proof and edit marketing and copy write</p>	<p>Accuracy and quality of marketing collateral.</p> <p>Timely production of marketing collateral.</p> <p>Stakeholders expectations managed well and positive feedback received.</p> <p>Quality of communication campaigns and strategies.</p> <p>Quality of digital innovations and best practice.</p> <p>Database kept up to date.</p>

Key Accountabilities		
Key Responsibilities	Key Tasks	Measure of Success
	<p>materials.</p> <p>Manage graphic design calendar and set stakeholder expectations in relations to timeframe.</p> <p>Manage social media and enhance the Property Council's key messages.</p> <p>Coordinate video content production and ensure the most relevant content is uploaded and available for member access.</p> <p>Develop and deliver eDM strategies that provide quality and targeted communications to target audience iMIS.</p> <p>Keep updated with the latest digital/social/mobile/eDM trends and technology to ensure the Property Council delivers best practice digital marketing.</p> <p>Maintain a current database of marketing collateral.</p>	
Reporting and recommendations	<p>Analyse and report email marketing performance and provide recommendations to further enhance reach to members.</p> <p>Provide regular reporting and recommendations to enhance the reach and enhance effectiveness of digital campaigns.</p> <p>Proactively initiate the introduction of new programs and ways of reaching members.</p>	<p>Quality of reporting analyses.</p> <p>Timely delivery of reports.</p> <p>Quality of recommendations.</p>
Stakeholder management	<p>Source, negotiate and work with external suppliers including printers and designers.</p> <p>Serve as the point of contact with vendors for all digital marketing efforts including paid online media, search engine marketing, interactive marketing etc.</p> <p>Liaise with sponsors to obtain appropriate logo file types used in signage, print, presentations etc.</p> <p>Liaise with commercial staff to ensure correct usage of sponsor logo in print material, website, email etc.</p> <p>Coordinate sponsor inserts in NSW mailings where necessary.</p>	<p>Proven cost reductions with external suppliers.</p> <p>Positive feedback from internal and external stakeholders.</p>

Person Specification	
Experience & Skills	<p>Demonstrated experience working in digital marketing and graphic design in a corporate environment.</p> <p>Ability to be innovative and kept updated of new digital marketing trends.</p> <p>Ability to work to a brief and manage stakeholder expectations.</p>

	<p>Excellent time management skills and able to meet deadlines.</p> <p>Able to manage multiple projects at any given point in time.</p> <p>Experience working and negotiating with suppliers.</p> <p>Excellent communication skills both written and verbal.</p>
Knowledge	<p>Adobe Creative Suite, web content system, Google Analytics, CRM, email marketing platforms.</p> <p>Ability and knowledge working with databases.</p> <p>Spam Act and Privacy Act</p>
Education	Qualification in digital marketing
Physical & Environmental demands	Nil.
Other role related guidance	Role is evolving as digital marketing technologies provide alternative methods to reach customers.