

# MARKETING & COMMUNICATIONS COORDINATOR

## Position Description

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Classification: Full time  
Reports to: CEO  
Location: Suite 2, 13 Brighton Rd, Glenelg SA

### Key Contacts

This position requires consultation and liaison internally with the Association's membership and externally with a range of key stakeholders, including industry associations, suppliers and other industry partners.

### Reporting Relationships

The position will be managed on a day to day basis by the Chief Executive Officer. The position reports to the Chief Executive Officer and will work closely with the Chief Executive Officer and Administration Co-ordinator. From time to time other reporting responsibilities may be required.

### Position Overview

This position is directly responsible for providing marketing and communications services to the Association, including marketing planning and strategy, and implementation of the marketing plan. This will encompass strategy relating to advertising, public relations, membership, product/service development, communications, sponsorship and research. The position will also provide communications services to the Association, responsible for writing all communication pieces to members and all editorial pieces (such as project case studies, opinion pieces etc) which are produced for the broader stakeholder readership (eg non-member precasters, architects/ engineers/ builders).

Marketing tasks may include:

- Writing the marketing plan and implementing marketing strategy (including strategies to increase the uptake of precast, membership growth, new service development, growing publication sales, sponsorship, market research, reporting on marketing activities);
- Strategy for social media and website;
- Website improvement/development;
- Co-ordination of Industry Partner deliverables;
- Brand management;
- Liaising with designers/printers/other suppliers;

Communications tasks may include:

- Identifying and researching topics suitable for electronic newsletters, case studies, opinion pieces and other editorial pieces;
- Interviewing members and other stakeholders to write case studies, opinion pieces and other editorial pieces and sourcing photographs;
- Writing electronic newsletters for members, non-member precasters, architects, engineers and builders;
- Writing updates for website and social media;
- Writing advertisements and brochures;
- Editing technical content;
- Developing relationships with external editors and publishers;
- Managing all content to ensure constant flow of material and that deadlines are met.
- Preparing presentations.

Other tasks may also include answering member and external enquiries and providing project support to the CEO.

### Skills, experience and personal attributes

This position requires an open, positive, friendly, creative, enthusiastic and self-motivated, well-organised, and resilient individual, who is able to confidently engage and communicate with a variety of stakeholders at all levels.

The position requires strong communication skills, both verbally and in writing. Demonstrated experience in a marketing/comms role is essential. Marketing and/or communications qualifications are preferred.

The position requires competence with computers, software and the internet. Competence with web content, Outlook, Office, PowerPoint, InDesign and Photoshop, is essential.

A current driver's license and own transport are essential. The candidate will provide a copy of their driver's license on request.

*This Position Description is a general statement and is not intended to comprise an exhaustive list of duties.*