

POSITION DESCRIPTION

MARKETING COORDINATOR

Location: Armidale, NSW (flexible arrangements by agreement)

Reports to: Marketing & Communications Manager

ROLE PURPOSE

The Marketing Coordinator plays a key role in the coordination and delivery of Angus Australia's marketing and communications activities. The role supports the Marketing & Communications Manager by turning plans into well-executed campaigns, publications, member communications and member advertising, ensuring all activity is delivered accurately, on time and to a high standard.

The role is the primary operational contact for member advertising across Angus Australia media.

KEY RESPONSIBILITIES

Campaigns and communications

- Coordinate and deliver marketing campaigns supporting Angus Australia events, programs, services and initiatives.
- Co-ordinate the preparation and delivery of member communications including eDMs, newsletters and digital updates.
- Manage content schedules and ensure timely delivery across channels.

Publications and advertising co-ordination

- Coordinate the production of Angus Australia publications, reports and educational materials.
- Manage timelines, contributors, approvals and production workflows for print and digital publications.
- Coordinate member advertising across Angus Australia media, including publications, digital channels and eDMs.
- Act as the primary contact for member advertising enquiries.
- Manage advertising bookings, schedules, deadlines and required materials.
- Liaise with members, internal stakeholders and suppliers to ensure advertising is delivered to specification and on time.

Digital and systems co-ordination

- Coordinate website content updates and digital forms in collaboration with internal teams and external providers.
- Support CRM and email marketing processes including list management, segmentation and scheduling.
- Maintain accurate records of advertising bookings and campaign activity.

Supplier and stakeholder management

- Prepare briefs and coordinate day-to-day delivery with external suppliers, agencies and service providers.
- Liaise with internal teams to gather information, align priorities and coordinate delivery.
- Identify and escalate issues, risks or capacity constraints to the Marketing & Communications Manager as required.

Special projects

- Assist with the coordination and implementation of special projects as required, including major digital initiatives such as member marketing CRM development.

MEASURES OF SUCCESS

- Campaigns, publications and advertising delivered on time, to brief and to a high standard.
- Clear, accurate and engaging member communications.
- Effective coordination of member advertising across Angus Australia media.
- Positive feedback from members, internal stakeholders and external suppliers.

SKILLS & EXPERIENCE

- Demonstrated experience in marketing, communications or campaign coordination (agriculture or industry experience desirable).
- Strong written and verbal communication skills with a clear member first focus.
- Excellent organisational and stakeholder management skills.
- Proven ability to manage multiple priorities, deadlines and workflows.
- Confidence working with digital tools, email marketing platforms and content management systems.
- Experience coordinating advertising, sponsorships or member services is desirable.
- Experience working within membership-based, industry or not-for-profit organisations is desirable.
- Experience using Mailchimp, Wordpress and CRM software.
- Understanding of design principles, branding and ability to utilise and interpret organisation style guide.