

POSITION TITLE	Marketing and Communications Coordinator (Band 1)
POSITION TERM	Ongoing
FUNCTION / DEPARTMENT	Operations
REPORTING MANAGER	Marketing and Communications Manager
No. DIRECT REPORTS	0
LOCATION	Melbourne
APPROVED BY	Dean & CEO
APPROVAL DATE	19 November 2024

ABOUT ANZSOG

The Australia and New Zealand School of Government (ANZSOG) was established by governments and a group of universities to serve governments and public services in Australia and Aotearoa New Zealand. Its members are the national governments of Australia and Aotearoa New Zealand, all Australian States and Territories, and leading Australian and Aotearoa New Zealand universities.

The School delivers education programs, accredited and non-accredited (customised and open-to-market professional learning), research and a range of related services to build capability in and support effective ethical public governance, administration and public policy. It brings together academic and practitioner experts from across our member governments and around the world to cater to current government and public sector learning and development needs and anticipate and address future government and public sector challenges.

ABOUT THE POSITION

The Marketing and Communications Coordinator at ANZSOG plays a crucial role in supporting the Marketing and Communications Manager in executing comprehensive marketing and communication strategies. This position is responsible for assisting in the creation and distribution of high-quality marketing content, managing digital marketing efforts, and ensuring consistent messaging across all platforms. The Coordinator will work closely with the Manager to implement marketing plans that align with ANZSOG's strategic goals, targeting key audiences and utilising the most effective channels and tactics to engage them.

In this role, the Coordinator will be involved in various aspects of marketing and communications, from content creation and digital marketing to stakeholder engagement. This position requires a proactive and creative individual who can manage multiple tasks and projects simultaneously while maintaining a high level of attention to detail.

KEY FUNCTIONAL RESPONSIBILITIES AND ACCOUNTABILITIES

- Marketing and Communication: The Student Experience, Marketing and Alumni team will create and oversee marketing campaigns designed to attract prospective students and engage current students. They will manage and coordinate the production of marketing materials, including digital and print assets whilst also collaborating with internal and external stakeholders to align marketing efforts with strategic objectives.

- **Content Creation and Distribution:** Assist in creating and distributing a wide range of marketing materials, including digital content, newsletters and promotional campaigns. Ensure all content is engaging, accurate, and aligned with ANZSOG's brand voice and messaging.
- **Digital Marketing:** Support digital marketing efforts, including social media management, email marketing, and website updates. Monitor and report on the performance of digital campaigns, using analytics to optimise future efforts.
- **Administrative Support:** Provide administrative support to the Marketing and Communications Manager, including scheduling meetings, preparing reports, and managing budgets. Ensure efficient and effective operation of the marketing and communications function.

MANAGEMENT

This role does not have staff management responsibilities.

ABOUT YOU

The Marketing and Communications Coordinator at ANZSOG is a proactive and creative individual with a passion for marketing and communications. They have a strong background in content creation and digital marketing, with excellent writing and editing skills. They are highly organised, detail-oriented, and capable of managing multiple tasks and projects simultaneously. Their ability to build and maintain relationships with key stakeholders, combined with their analytical skills, enables them to contribute effectively to ANZSOG's marketing and communication efforts. They thrive in a collaborative environment and are committed to upholding ANZSOG's values.

QUALIFICATIONS / EXPERIENCE

- Bachelor's degree in Marketing, Communications, or a related field.
- Minimum of 2 years of experience in a marketing or communications role.
- Experience with digital marketing tools and platforms.
- Strong writing, editing, and content creation skills.

SKILLS / COMPETENCIES

- Excellent verbal and written communication skills.
- Ability to develop engaging and innovative marketing content.
- Strong organisational skills and attention to detail.
- Ability to work collaboratively within a team environment.
- Proficient in using digital marketing tools and platforms.

ANZSOG VALUES

ANZSOG is a values-based organisation which means that we understand that the ways in which we work make a big difference in what we achieve. Our values are Excellence, Collaboration, Integrity

and Respect, and we aim to ensure that they infuse our behaviours and attitudes as members of the ANZSOG community.