



Marketing Coordinator, Events

Strategic Marketing & Fundraising

Role Purpose

- The goal of the marketing coordinator is to raise awareness and drive acquisition of participants to MS Fundraising events
- To assist in the development of event marketing strategy plans in conjunction with the Marketing Campaign Manager and Social Media coordinator that drive registrations of identified target market
- Create or coordinate content that is emotive and meets objectives, call to actions and any key messaging
- Liaise with internal stakeholders and external agencies, ensuring brief and deadlines are met.
- Assist in executing the completed event marketing plans
- Ongoing reporting, track results and optimization of marketing elements to ensure best ROI
- To stay informed about the market, industry trends, and the competitive landscape
- Providing support and input to the Event Campaign Manager on marketing tactics midcampaign to ensure the plans are successful in acquiring target market
- Actively providing input and suggestions during Marketing and Fundraising team meetings or WIPs
- Building strong relationships and supporting the Events Operations team when required and on event day

Organisation

Multiple Sclerosis Limited, commonly known as MS, is the go-to provider of information, advice and support for people affected by multiple sclerosis and other neurological conditions. We're a combined entity of the ACT, NSW, Victoria, and Tasmania with over 60 years' insight into how to live well with progressive neurological conditions.

We offer vital support and services for people living with multiple sclerosis while the search for a cure continues. We are here so no one has to face MS alone.

Our Aspiration

The home of comprehensive support for neurological conditions

Our Purpose

Together on the journey to break down barriers, achieve goals and live well

Our Values

- Empowerment** We show respect for the rights of others and listen to the voices of our clients in making decisions. We encourage and enable others to attain goals and achieve, and we aim for best outcomes for our stakeholders.
- Community** We respect difference in all its forms and welcome diverse members of our community. We work collaboratively, creating stronger solutions together. We build trust by engaging with stakeholders to share understanding, and we participate in networks, partnerships, and community events to advance MSL's objectives.
- Expertise** We commit to ongoing learning to maintain contemporary knowledge in our respective fields of practice. We share our knowledge with stakeholders to empower and enable them. We develop and model effective leadership in the sector and in our organisation.
- Creativity** We establish ways to capture, communicate and implement innovative ideas and practices. We see emerging opportunities and problems and take proactive steps to adapt accordingly.
- Spirited** We encourage initiative and look for ways to continuously improve. We show resilience in the face of set-backs, overcome obstacles, and learn from experience.

Position

Operating Budget \$	\$0
Position FTE (Full time/ Part time)	Full time
Location/s	The Nerve Centre, 54 Railway Rd, Blackburn VIC 3130



Key Responsibilities of this role

Marketing

- Supporting the Event Campaign Manager in executing event marketing strategy and plans;
- Point of contact for creative agencies & manage internal review processes;
- Provide ongoing reporting on marketing activities and support the development of post event wrap up and analysis;
- Produce post campaign analytics and reports for Event & Community Fundraising activity;

Social Media

- Work with wider Marketing Team, particularly Social Media & Marketing Coordinator to support the development social media plans and schedules which align to event marketing and fundraising plans;
- Coordinate and execute the delivery of social media plans;
- Work closely with Communications Coordinator to ensure social media campaigns reflect EDM communication schedules;

Project Management

- End to end management of the Go for Gold program;
- Establish timelines to successfully deliver the program;
- Collaborate with internal and external stakeholder enablers to deliver Program plans;
- Review, report and provide recommendation;

Key Contacts

- Program Manager, Event Campaigns
- Manager, Community Fundraising
- Social Media & Marketing Coordinator, Events
- Communications Coordinator, Events.

Competencies needed for success in this role

Service delivery

Working with clients and customers: includes service delivery models, working with different types of clients, maintaining awareness of client issues and ensuring dignity and confidentiality

- **Reflective practice** - Demonstrates reflective and evidence-based practice.
- **Knowledge of client /customer issues** - Builds knowledge of client /customer issues and requirements to improve practice.

Professionalism

The skills associated with professional conduct, such as self-management, ethical behaviour, taking responsibility, problem-solving and initiative.

- **Time management** - Manages time and uses tools effectively to assist with planning and organising.
- **Taking responsibility** - Takes responsibility for work outcomes and assists others to understand role and responsibilities.
- **Problem solving** - Uses appropriate judgement and assists with resolution of clients'/customers' and colleagues' problems.

Program management and policy development

The management of programs, campaigns, projects, and contracts as well as policy development and implementation to guide work practices

- **Achieving results** - Ensures clarity of understanding of required work, fulfils program and project responsibilities, and achieves performance targets

Strategy, Governance and Compliance

Systems and processes to implement the strategic plan and the management of Quality, Risk, WH&S and legislative and regulatory compliance

- **Quality** - Contributes to enhancement of quality practices of the team and ensures that own work meets quality requirements

Change and Responsiveness

Change leadership and management, and responding to new and emerging trends through skill acquisition, the use of new technology and creative and innovative work practices

- **Creativity and innovation** - Generates and shares ideas and encourages others to reflect on activities and develop ideas for innovation and improvement
- **Technology** - Supports the use of new technology and develops skills to master new technologies

Leadership and Teamwork

Inspires passion, optimism, and purpose in self and others. Leadership and issues associated with working together such as inclusion and embracing difference, dealing with conflict, collaboration over shared goals and team moral.

- **United vision** - Generates ideas for innovation and enhanced working practices to achieve organisational mission. Role models behaviour aligned with MSL's values.
- **Team dynamics** - Offers constructive feedback and provides balanced and informed perspectives at team meetings. Works to maintain effective and collaborative relationships within and across teams.

Communication

All forms of communication, such as advocacy, negotiation, written and verbal communication, and interpersonal style.

- **Advocacy** - Advocates for clients/members to advance their interests. Acts as brand ambassador for MSL
- **Written communication** - Writes accurate, clear and informative reports and communications that meet the needs of their intended audience.
- **Oral communication** - Articulates clear and respectful messages and information to clients/members and colleagues
- **Interpersonal skills** - Demonstrates appropriate interpersonal skills, active listening, empathy, social and cultural awareness and emotional intelligence in verbal communications. Building and maintaining long term relationships with supporters.

Community and Inter-agency relations

Community engagement, sectoral awareness and working collaboratively with other community sector organisations in formal and informal partnerships.

- **Knowledge of community** - Maintains detailed understanding of current community issues and knowledge of relevant organisations.

Knowledge, Experience and Personal Attributes needed for success in this role

Qualifications

- Tertiary education in marketing, communication or similar
- High levels of computer literacy and experience in using a range of MS office programs

Essential

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- Campaign monitor
 - Salesforce CRM experience

Preferred

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Knowledge and Experience

- Minimum 2 years-experience in marketing and communications role
- Marketing content production and collateral
- Sound understanding marketing principles
- Experience managing / coordinating with external agency
- Measuring, analysing and reporting marketing performance
- Excellent verbal / written communication skills
- Good time management and personal organisational skills
- Excellent attention to detail
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Essential

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- Experience in working on events preferably obtained in community sector
 - Experience with Monday project management tools
 - NFP industry and fundraising experience
 - Current Driver's License

Preferred

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Personal Attributes

- Ability to work to deadlines in a busy environment – multiple tasks with changing priorities
- Ability work collaboratively as part of a team and add value in decision making beyond area of accountability
- Team player with a “can do” attitude
- Focus on results and good attention to detail
- Highly motivated and positive
- Resourceful
- Flexible - can work flexible hours and some weekends
- Passion for the nature of MSL’s work and a willingness to engage authentically with MSL activities

Employment Screening

Appointments within MSL are subject to the satisfactory completion of a police check (All) a Working with Vulnerable People check (WWVP) ACT & Tasmania, an NDIS National Worker Screening Check (NDISWC) and/or a Working with Children check (WWCC) where applicable to the role; plus character/performance reference checks. In some roles you may not be able to commence work or continuing working if the required screening employment checks have not been completed/cleared.

Appointees whose role requires an NDISWC and/or a WWCC must provide a successful/cleared check if they already have one, or apply for one on appointment. Costs associated with these checks are the responsibility of the appointee.

All appointments are subject to the disclosure of any relevant employment history of formal disciplinary action for improper or unprofessional conduct taken by current or previous employers or any other integrity body within or outside Australia.

Employees must provide:

- Right to work in Australia documentation.
- An International Police Check if they have lived overseas for longer than 12 months in the last 10 years.

Required Screening Checks

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| <input checked="" type="checkbox"/> Police Check | <input type="checkbox"/> NDISWC |
| <input type="checkbox"/> WWVP (ACT/TAS) | <input type="checkbox"/> WWCC |