



Job Description

| | | |
|--|--|---|
| POSITION TITLE | Marketing Coordinator | |
| DEPARTMENT | National Marketing | |
| DATE EFFECTIVE | 1 st February 2007 | |
| REPORTS TO | National Marketing Manager | |
| ROLES REPORTING DIRECT | N/A | |
| KEY RELATIONSHIPS | National Sales Manager, State Sales Manager, State-base Sales Coordinator, Bilbul-based Sales Support Team | |
| PRIMARY OBJECTIVES | | |
| <p>Co-ordination of all marketing initiatives including new product development, packaging, advertising, national sales promotions, sales collateral, events and national sales support, and specifically:</p> <ul style="list-style-type: none"> ● Implementation of National advertising plan ● Coordination of National promotions ● Coordination of the design, development, purchase and distribution of support materials for new product lines ● Management of purchase and distribution for Sales support material ● General Marketing Administration | | |
| MAJOR RESPONSIBILITIES | | |
| KEY RESULT AREAS | SPECIFIC ACTIVITIES | MEASURES |
| National Advertising plan implementation | <ul style="list-style-type: none"> ● Coordinate imagery and copy with external agencies to ensure development of new advertising ● Manage deadlines to ensure advertising material is on time ● Manage calendar of advertising and communicate to Sales teams ● Coordinate internal approvals ● Respond to queries and material requests from agencies, promotions and Sales teams | <ul style="list-style-type: none"> ● Advertising delivered in full on time (IFOT) ● Queries responded to in a timely manner |
| Coordination of National Promotions | <ul style="list-style-type: none"> ● Coordinate requirements including terms and conditions, communications, imagery and miscellaneous requirements with internal and external stakeholders ● Liaise with Sales coordinators for implementation ● Complete post analysis | <ul style="list-style-type: none"> ● Information on National Promotions communicated to all stakeholders in a timely manner |
| Coordination of new product introductions | <ul style="list-style-type: none"> ● Liaise between product development and promotions to introduce all new product support on time ● Liaise between external agencies and product development for support requirements including point of sale, advertising and merchandise ● Coordinate internal approvals of new artwork and ensure consistency between requirements including point of sale, product specifications etc | <ul style="list-style-type: none"> ● New product introductions coordinated in accordance with brand plan |

| | | |
|--|---|---|
| Management of purchase and distribution of sales support materials | <ul style="list-style-type: none"> Actively work with Sales and Marketing to identify requirements for support materials including merchandise and point of sale Manage cost effective purchase of required items Coordinate distribution to all Sales teams Manage invoicing and payment for all purchased items | <ul style="list-style-type: none"> Materials purchased in a cost efficient manner and in accordance with allocated budget Inventory of sales support materials maintained Distribution of sales support materials in a timely manner |
| General Marketing administration | <ul style="list-style-type: none"> Maintenance of budget and financial transactions Complete invoice coordination Maintenance of Marketing files including completed advertisements, packaging etc | <ul style="list-style-type: none"> General administration tasks completed in an efficient manner |
| OH&S | <ul style="list-style-type: none"> Comply with all OH&S policies and procedures. Wear Personal Protective Equipment as specified. Report all accidents, near misses and unsafe work practices/hazards to your supervisor. Work in a manner which is conducive to OH&S. | <ul style="list-style-type: none"> Compliance with company policies and procedures. Incidents reported in accordance with company procedure. |

| SELECTION CRITERIA | |
|---|--|
| <p>Professional/Personal Skills</p> <ul style="list-style-type: none"> Excellent communication skills – written and verbal Project management and planning Ability to work independently Excellent interpersonal skills Adaptable Willing to accept new challenges Initiative | <p>Preferred Experience</p> <ul style="list-style-type: none"> Coordination of advertising development and placement, particularly radio and magazine External agency communication and coordination Internal communication Sales support |

Employee Name:

Employee Signature:

Manager/supervisor Name:

Manager/supervisor Signature: