



Position description: Marketing and Communications Coordinator

Position details

Employment classification	Full time
Probationary period	6 months
Location	Sydney (hybrid working environment)
Reports to	Head of Marketing, Communications and Events
Team	Corporate Affairs

Key behaviours and values

Supply Nation's values guide the way we work with our members and suppliers, within our communities and with each other. Through integrity, accountability, collaboration, excellence and empowerment, we create a culture where ideas flourish and a difference is made. We work together to transform the Indigenous business sector.

Integrity

We care deeply about what we do and how we do it. We stand up for what we believe in.

Accountability

We take responsibility for our own actions. We honour our commitments.

Collaboration

We work together as a unified team to produce the best results for our customers.

Excellence

We are committed to consistent professionalism as a positive, flexible and responsive, innovative and efficient team.

Empowerment

We create and promote a culture where all may thrive.

Position summary

Supply Nation is the Australian leader in supplier diversity and provides a direct business to business purchasing link between corporate Australia, government agencies and Indigenous owned businesses.

The Marketing and Communications Coordinator plays a key role within the Corporate Affairs team to support the development and delivery of diverse marketing, communications and media activities.

Reporting to the Marketing and Communications Manager, the Marketing and Communications Coordinator will be responsible for coordinating marketing projects, developing content for a range of communication channels, coordinating merchandise production and stock, actioning website updates, facilitating marketing and mailing campaigns, and will be involved in the delivery of Supply Nation's flagship event for the Indigenous business sector – Connect.

The Marketing and Communications Coordinator will also coordinate production logistics for design briefs, videography projects and photographic shoots, and drive quality assurance, ensuring all collateral is compliant with brand guidelines.

The functions of the role will continue to evolve with the needs of the organisation and our stakeholders.

Key responsibilities

- Coordinate the production and publication of internal and external communications (EDM's, newsletters, publications, catalogues)
- Develop and promote content on Supply Nation's website and social media platforms
- Prepare briefs for upcoming campaigns and design work
- Ensure all collateral is compliant with Supply Nation's brand guidelines
- Monitor media coverage and seek new opportunities
- Prepare media releases and assist with responding to media requests
- Manage marketing event calendar (key campaign activities)
- Collate data and monitor marketing trends for monthly reporting
- Coordinate ongoing advertising initiatives
- Coordinate internal marketing collateral, merchandise and resources
- Develop and coordinate design briefs, photography shoots, videography production logistics and events
- Ad hoc marketing duties to support the business, as required

Workplace health and safety

- Maintain a clean and safe work environment while complying with all safety policies and procedures
- Escalate all workplace accidents and hazards to the CEO, and implement immediate action for identified hazards if able to do so
- Participate in workplace consultative meetings and recommend improvements to relevant workplace health and safety practices within the workplace

Key selection criteria

Specialist knowledge and attributes

- Demonstrated knowledge and understanding of Indigenous societies, cultures and issues affecting Indigenous Australians in business
- Demonstrated understanding of the Indigenous business sector, and previous experience working on Aboriginal and/or Torres Strait Islander issues / projects will be highly regarded
- Excellent attention to detail with proofreading and copy-editing skills (strong grammar and spelling)
- Proven ability to engage with diverse audiences and build relationships with key stakeholders

- Basic graphic design skills (experience with Canva and InDesign will be highly regarded)
- Experience preparing media releases and responding to media requests
- Experience with SEO management software, WordPress CMS (or similar); EDM systems (Autopilot experience a bonus); Salesforce or other similar CRM system

Skills, knowledge and experience

- Tertiary qualifications in marketing and / or communications, and demonstrated experience working in a professional / business environment
- Outstanding interpersonal and communication skills
- Excellent eye for detail, and demonstrated experience juggling multiple priorities within tight deadlines
- Strong writing skills with ability to develop and edit copy to a high standard
- Exceptional time management and prioritisation skills
- Experience managing and developing content for diverse engagement platforms
- Demonstrated experience developing and managing social media content across various channels: websites, LinkedIn, Facebook, Instagram, Twitter, YouTube etc.
- Demonstrated ability to work autonomously, while also collaborating within a team environment
- Intermediate experience with WordPress CMS (or similar); EDM systems (Autopilot experience a bonus)
- Intermediate to advanced knowledge of Microsoft Office – Outlook, Excel, Word, PowerPoint