



**Position Description:
MARKETING CO-ORDINATOR**

**Reports to:
Marketing Manager**

JOB SUMMARY

The Indigenous Literacy Foundation is a national charity of the Australian Book Industry, which works to address literacy levels in remote Aboriginal and Torres Strait Island communities and are seeking an experienced, well organised and efficient self starter to work with our Marketing Manager to deliver all marketing communications and events. Ability to work to tight deadlines, effective writing and editing skills, along with enjoyment of working with people is a must. Immediate start, drivers license is preferable.

FULL JOB DESCRIPTION

Primary Purpose

To efficiently co-ordinate all ILF marketing communication and events, manage marketing collateral, undertake written and spoken communication, and to support the Marketing Manager to successfully deliver ILF's vision to multiple stakeholders.

Administration

General correspondence, answer phones, database management and mail for events and to key stakeholders.

Communication and Campaigns

- Write, edit and produce copy for newsletters, social media content and presentations for ILF as directed by the Marketing Manager.
- Assist with marketing campaigns including the Great Book Swap schools campaign, and EOFY/Festive Season Donor campaigns.
- Manage and participate in phone campaigns for the Great Book Swap campaign.

Marketing Co-ordination

- Manage marketing collateral and merchandise including sourcing quotes and stocktake.
- Prepare material for staff when attending events including collateral, conference kits and Powerpoint presentations.
- Working with ILF Office Administrator to keep a roster of volunteers and brief and supervise marketing office volunteers.

Event Management

- Maintain a register of events and conferences, process queries, liaise with corporates and book industry partners.
- Manage and coordinate all ILF events, including logistics, liaising with venue staff, ambassadors and key partners; preparing database lists, invitations, itineraries and briefings for volunteers; and follow up after the event.
- Working with the Fundraising team closely where Community Fundraisers overlap with events.
- Help recruit event speakers and package a presentation and brief.
- Research new events and conferences for ILF to attend.
- Be available to represent ILF at events (when required).
- Support management of Indigenous Literacy Day or other major fundraising events.

KPIs

- Timely and efficient co-ordination of ILF marketing communication and fundraising events.
- Manage all marketing collateral within the office and ensure that we have adequate supplies for all needs.
- Keep well documented, up-to-date database in Salesforce of key stakeholders and activities in written format.
- Produce a written monthly report of activities and stakeholders involvement to include register of events.

Essential Experience and Personal Attributes:

- Event Management experience
- Excellent verbal and written communication skills
- Ability to work independently and efficiently, under pressure to deadlines.
- Excellent organisational and time management skills.
- Must be flexible and able to attend events, incl. evening or occasional weekend.
- Proactive, energetic and highly motivated with practical project management skills.
- Personal interest in improving Indigenous literacy.
- Current drivers licence preferable.

Conditions:

- 9am – 5pm; immediate start; full-time.
- Close to Broadway, Sydney.

To apply:

All interested candidates are requested to send their CV with a cover letter addressing the above Job Description with two referees to Mel Tunbridge by Wednesday 22 May. Please include salary expectations and notice period in your EOI. Email: mel.tunbridge@agilepeoplepartners.com.au