

Position Description

Job Title:	Marketing Coordinator
Team:	Brand Development & Engagement
Reporting to:	Manager, Marketing
Employment Status:	Full time (37.5 hours a week)

About the organisation

Melbourne Royal® is a member-based, not-for-profit organisation that has been enabling communities to celebrate and showcase their passion since 1848.

Our vision is for Melbourne Royal to be globally recognised as a seal of excellence, highly valued for:

- Showcasing food and beverage, produce and producers
- Presenting premier events
- Developing and activating vibrant event spaces

Melbourne Royal's five key strategic pillars are Awards and Competitions, Venue (Melbourne Showgrounds), Melbourne Royal Show, People and Sustainability.

Organisation values

Our values are summarised by the phrase 'Be **First**', which is an acronym representing the following attributes:



Fearless

Confident, brave, courageous, bold, be authentic
Take risks, speak up and have the courage to back yourself.



Innovative

Creative, best practice, forward thinking, think outside the box
Explore and support new ways of thinking to deliver the best solutions.



Respectful

Open minded, honest, be present
Embrace our heritage and diversity, listen and treat people as you would like to be treated



Successful

Outcomes focused, positive, proactive, exceed expectations
Pursue our shared goals, strive to be the best at what we do and celebrate our wins



Together

United team, shared vision, trust
Be open, work together and have fun

About this role

Supporting the delivery of all brand and marketing activations in line with key business KPIs and the annual marketing calendar, the role is a key position within a collaborative and supportive team that is service orientated, and results driven.

Key responsibilities

The key objective of this position is to assist with the delivery of marketing campaigns for Melbourne Royal, the Melbourne Royal Show and Melbourne Showgrounds, including, but not limited to:

- Contribute to the development and implementation of marketing plans to deliver all marketing activity across the annual calendar of events and activities
- Delivery of marketing collateral, including briefing design and production requirements to external freelancers and agencies
- Assist with the roll-out of sponsor and partner marketing deliverables
- Contribute to creative ideas and assist with delivery of consumer promotions and giveaways for the Melbourne Royal Show
- Contribute to the delivery of the Melbourne Royal Show signage project, and other event and venue signage as required
- Support brand custodianship to maintain consistency across all applications
- Provide support across all functions of the Marketing Team as required
- Collaborate with the Digital Marketing Team to deliver Marketing Campaign Plans
- Contribute to team meetings, planning sessions and overall team ethos

Key Competencies of the Role

- A tertiary qualification in marketing or similar discipline is preferred
- Mandatory 2+ years previous experience in a marketing or production management role
- Previous experience in a project management role would be beneficial
- An understanding of marketing principles
- Experience in briefing creative agencies and production suppliers preferred
- Intermediate knowledge of Adobe Creative Suite
- An eye for what constitutes good design
- Ability to work both independently and as an effective team member
- Excellent interpersonal and relationship management skills
- Strong organisational and time management skills with the ability to multitask and meet tight timeframes
- Intermediate skills in MS Office Suite
- Dynamic, self-motivated, energetic and tech savvy
- Collaborative and open, credible and engaging demeanour
- Enthusiastic and self-motivated, flexible and responsive to change
- A sense of humour, diligent, punctual and reliable
- Excellent attention to detail
- Ability to work as a team member within the ethos and values of Melbourne Royal.

Organisation compliance

- All employees are required to have and maintain a current Working with Children Check
- In line with directions issued by Victoria's Chief Health Officer, all employees at Melbourne Royal must be fully vaccinated against COVID-19 and will be required to provide COVID-19 a vaccination certificate or valid medical exemption.
- Be available to work the 11 days of the Melbourne Royal Show.
- Work additional hours in the lead up and during events (including after hours and weekends).
- Adhere to Melbourne Royal's Code of Conduct, policies and values.