

ROMAC ROLE DESCRIPTION

ROLE TITLE: Marketing Coordinator

ROLE TYPE: Volunteer, Consultant

LOCATION: virtual as marketing@romac.org.au

SUPERVISOR/MANAGER: Deputy Chair or Fundraising & Engagement Director

MAIN DUTIES/RESPONSIBILITIES:

- Develop and maintain a marketing strategy and plan to raise awareness of ROMAC with stakeholders and donors, which is integrated with fundraising plans
- Plan and execute marketing campaigns and knowledge management activities
- Develop and maintain internal information sources such as the Document Management System and the Manual of Policies and Procedures
- Develop content for monthly and quarterly E-Newsletters, publicity materials, social media, website, online materials, reports and documents
- Develop and manage marketing materials and resources for use in print, online channels and information booths
- Manage ROMAC branding in line with Rotary International's requirements

SKILLS & EXPERIENCE

Qualifications:

- Degree or Diploma in Communications, Marketing, Languages including English

Experience:

- 5 years or more experience in editing/writing/publishing/knowledge management
- Experience with social media and online content an advantage
- Experience with commercial publishing applications

Skills:

- Excellent written communication skills
- Very good interpersonal skills
- Organised and able to meet deadlines
- Excellent IT user skills in word processing and editing
- Very good image editing skills
- Training other team members in the writing of accurate and appropriate communication

PERFORMANCE GOALS:

- Successful implementation of marketing strategy and plans
- Accurate and appropriate content across all channels of communication
- Represent ROMAC appropriately at all times, as per the ROMAC Code of Conduct

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