Marketing Coordinator

Job no: 500042
Work type: Ongoing Full Time
Location: Sydney

Categories: Administration/Support, Marketing/Communications
This vacancy is open only to Aboriginal and Torres Strait Islander applicants, reflecting our commitment to the ABC's Reconciliation Action Plan, ABC Equity and Diversity Plan and the Equal Employment Opportunity (Commonwealth Authorities) Act 1987.

- **Be a part of Australia's independent national broadcaster**
- **$65K - $72K p.a. + choice of 15.4% super**
- **Convenient CBD location (near Central Station)**

Working at the ABC
The ABC is the nation's most trusted and independent source of Australian conversations, culture, and stories. With over 4,000 employees from diverse backgrounds, located across over 50 locations around Australia and overseas, we are proud to create, curate and deliver high-quality programming that informs, educates and entertains Australian communities. The ABC is a great place to work; we provide various opportunities for Indigenous staff, including attending the national Indigenous staff conference, activities during NAIDOC week, regular networking events and mentoring support.

You'll have a friendly and supportive environment to learn and grow in, with a vibrant, dynamic and cohesive team and a manager who will help you with any questions and give you regular opportunities to talk about your progress. You'll also have access to a network of Indigenous staff and support from the ABC's Indigenous Employment Manager.

About the Role
The ABC Audiences team are looking for a Marketing Coordinator to provide campaign support across specialist ABC brands and platforms.

Reporting to the Group Marketing Manager, you will:

- Take ownership of audience e-newsletter strategy, implementation and publication across RN and specialist genres.
- Provide support for marketing campaigns utilising all available channels, including social and digital tactics.
- Support initiatives to promote, publicise and market ABC listen and wider ABC specialist content.
- Take ownership of e-newsletter strategy and implementation across RN and specialist genres.
- Help communicate marketing plan initiatives with various internal stakeholders.
- Create and maintain comprehensive and accurate resources in the form of media, genre, marketing and audience databases.

About You
With experience in coordinating marketing campaigns and projects and developing marketing collateral/ materials, you will be an effective multi-tasker, with a proactive work approach and exceptional attention to detail.

To be successful in this role you will bring:

- An understanding of ABC content, channels and platforms and an awareness of industry trends, marketing initiatives and campaigns.
- Demonstrated digital skills (preference for Salesforce Marketing Cloud, Adobe Photoshop and Premiere Pro.)
- Strong written and oral communication skills and the ability to communicate to, and work effectively with people of all levels.
- The ability to make sound judgements, prioritise and solve problems in a dynamic work environment.

For an overview of the role, please refer to the position description at abc.net.au/careers

Applications close 24 October 2018 and must be submitted online.

For further information please contact Alice Hamilton, Group Marketing Manager on (02) 8333 1263.

ABC ON-LINE