

# MARKETING COORDINATOR

## Business Support

Reporting To:	Chief Strategy Officer
Location:	Melbourne
Hay Reference Level:	Grade 14
Position Purpose	

The Marketing Coordinator is responsible for implementing marketing communication across a range of channels, as well as working with external providers to manage digital / social media and brand guidelines.

This role is accountable for driving marketing communications to assist, to drive category and overall Costa performance, including reporting and analysis of Costa's marketing channels and campaigns, in order to contribute to the improvement of sales effectiveness and performance.

It is important that the incumbent be able to work closely with categories teams and a range of other stakeholders and have strong presentation skills and experience using visual aid tools and be able to work independently and deliver on agreed timeframes.

### Responsibilities

- Support Costa's culture of care for People, Product, and our community
- Implement marketing communication initiatives across multiple channels including print, events, in-store and digital, working particularly closely with category teams.
- Work with external providers to create and manage digital / social media
- Work closely with category sales team to drive retail plans, brand awareness, contributing and implementing activities that drive volume
- Gather, create and update content for external and internal communication and presentations
- Oversee and manage brand guidelines across presentations, packaging, artwork design, signage and marketing collateral
- Work with external providers on packaging creation and artwork design, including creation of creative and project briefs
- Manage stand design, coordination and implementation for domestic and international trade shows
- Work with external providers on the creation of professional photography and video assets, including creation of briefs
- Create and update video content from grower and farms for internal and external distribution (basic editing skills required)
- Support regional farms with community engagement initiatives
- Basic data analysis

### Behavioural Competencies

- Communicates effectively
- Plans and Aligns
- Manages Complexity
- Ensures Accountability
- Tech Savvy
- Collaborates
- Decision quality

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7 September 2022

### Skills

- Marketing planning
- Marketing Communications
- Data Collection and analysis
- Quality
- Insights and reporting
- Portfolio management
- Personal capability building
- Commercial acumen

### Education

- Bachelor's Degree in marketing or related discipline

### Experience

- 6 – 10 years' experience in a similar role
- Experience thinking creatively and innovatively to design and create marketing communications, concepts, and ideas in line with marketing strategies and plans

### Core Values

- Determination – acting decisively and with a sense of urgency
- Passion – challenging the status quo and acting with energy and enthusiasm
- Accountability – focusing on outcomes and delivering on commitments
- Sincerity – acting boldly in an open, honest, and responsible manner
- Respect – treating others as we expect to be treated in attitude, communication, and personal safety

### Costa Care

Costa Care is a culture initiative that sits at the heart of everything we do at Costa. It is built on our existing Costa values and culture — passion and care for our outstanding people, safe and nutritious food production, and thriving partnerships with our local communities and environments. Our leaders are accountable for developing a caring environment that encourages our people to thrive, grow and connect.

### Other Relevant Information:

Ability to travel to various regions within Australia.