

## Position Description – Sales and Marketing Co-ordinator

### Core Detail

<b>Title</b>	Sales and Marketing Co-ordinator
<b>Objective</b>	To deliver our omnichannel marketing strategy and boost customer engagement, lead generation, sales, occupancy and performance across the TriCare portfolio of Aged Care and Retirement Living.
<b>Role</b>	Coordinate a small team of contractors and execute multi-channel marketing campaigns, from planning through design, implementation, and optimisation, ensuring all initiatives deliver results aligned with the business goals. Ensure all customer touch points reflect the brand and have relevant information that aligns with business goals.
<b>Competency</b>	Be results-driven, passionate about conversion optimisation and have experience working across the entire marketing mix and a solid understanding of SEO, SEM, SMM, EDM, inbound and content marketing.

### Position Parameters

<b>Employment</b>	Permanent, Part-Time
<b>Reporting to</b>	General Manager – Corporate Services
<b>Key Relationships</b>	Aged Care Executive Team, Retirement Living Manager, Village Managers, Facility Managers, Operations Support Officers, Client Service, and contractors.
<b>Location</b>	TriCare Head Office, 250 Newnham Road, Mount Gravatt, Qld.

### Detailed Description of the Position

<b>Marketing &amp; Sales</b>	<ul style="list-style-type: none"> <li>• Designing, implementing, and optimising multi-channel marketing campaigns and initiatives.</li> <li>• Content Marketing: Source, produce, and share engaging, original content that drives brand storytelling across multiple digital and print platforms.</li> <li>• Product Marketing: Actively participate in planning and implementing sales and marketing initiatives and localised marketing campaigns.</li> <li>• Negotiate media contracts</li> <li>• Collect information for market research, competitor monitoring, industry trends to identify opportunities and threats.</li> </ul>
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	<ul style="list-style-type: none"> <li>• Brand: Coordinate PR, sponsorships/partnerships, signage, asset creation and management, events, and drive customer insights.</li> <li>• Support operational teams by creating and updating marketing collateral, including brochures and flyers, print and digital media, banners, general communication and gifts.</li> <li>• Engage and support key stakeholders, understanding their requirements and incorporate these into marketing activities.</li> <li>• Design and initiate training/coaching for relevant persons in sales and promotional techniques.</li> <li>• Manage the delivery of multiple marketing projects and sales initiatives and product launches.</li> </ul>
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<b>Digital Marketing</b>	<ul style="list-style-type: none"> <li>• Coordinate the delivery and optimisation of digital activities for SEO, SEM, SMM. Constantly testing and optimising to generate more qualified leads and better ROI.</li> <li>• Manage inbound marketing initiatives, email segmentation and automation and ads on third party websites.</li> <li>• Coordinate the digital advertisement of units for sale.</li> <li>• Manage social media channels and nurture audience</li> </ul>
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<b>Industry Events</b>	<ul style="list-style-type: none"> <li>• Assist with events and other sales activities, including open days, expos, pop-up booths and community engagement events.</li> <li>• Oversee the coordination and organisation of sales and marketing events.</li> </ul>
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<b>Budget and Costs</b>	<ul style="list-style-type: none"> <li>• develop business cases for marketing programs at the proposal stage and make recommendations on sales and marketing tactics;</li> <li>• align marketing expenditures to approved budgets;</li> <li>• review expenditures against the desired return on investment; and</li> </ul>
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### Skills and Knowledge

- Proven ability to coordinate marketing campaigns, think creatively and strategically.

- Excellent written and verbal communication, copywriting and story writing skills.
- Web editing and basic web programming desirable.
- Previous experience and success in the delivery of marketing and sales plans.
- Strong critical analysis, problem solving, planning and decision making.

### Personal Attributes

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- Creative and proactive and have a combination of skills and experience in project management, digital advertising, local marketing, copywriting and graphic design.
- Enthusiastic and exhibit a passion for marketing and sales.
- A highly motivated and organised individual with a solution-orientated approach to work.
- A self-starter able to independently move projects forward, prioritise tasks and meet deadlines.
- Ability to participate actively and constructively within a team.
- Sets and pursues stretch goals.
- Results driven and future orientated.
- Desire to continuously improve.

### Qualifications and Experience

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- Minimum 3 years' experience in marketing working across the entire marketing mix and a solid understanding of SEO, SEM, SMM, EDM, inbound and content marketing.
- Minimum 3 years' experience in a sales environment.
- Experience in launching new products to market – desirable.

### Work Health and Safety

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The incumbent has the responsibility to comply with and meet all obligations contained in:

- a) Work Health and Safety (WHS) legislation;
- b) Related WHS responsibilities; and
- c) TriCare's Risk Management (RM) standards.