

Position - Identification	
Position Title	Digital Communications and Marketing Coordinator
Position Classification	\$50,000 (per annum, pro rata)
Position Status	Part Time - 15hrs per week
Area within Business	Sales and Marketing, Operations
Date Updated	February 2019

Position Objective

This role is responsible for the implementation and continuous improvement of the Marketing Strategy and Implementation Plan. This role will contribute significantly to the organisations growth and its positioning as a leader in delivering face-to-face research and engagement programs.

- Guide and advise on relevant channels for targeted campaigns
- Implement both paid and unpaid social media campaigns
- Creation of copy to be used across: website, social media, etc.
- Development of resources for both internal and external audiences

Conversation Caravan - the way we work:

Mission

We bring the conversation to the community. We support our clients to carry out engagement by teaching them everything we know and including them in the process.

Culture

We approach projects with curiosity and creativity, we work in partnership with community and other providers. We look after each other and nourish our vitality through the work we enjoy and our heart projects delivered. We encourage each other to balance our work with play and family commitments. We take 100% responsibility for delivering on our promises and expected outcomes of our roles. We support each other in becoming the best version we can and pursuing a career of meaning and enjoyment.

Values

Our values translate into our personal standards:

We work in Partnership:

We work to our client's level, but never lose sight of what is possible.
 We keep our clients up to date and make it easier for them to understand our work.
 We say no to work that does not work include community as partners.
 We partner with other consultancies.

Responsibility:

We own our successes and our fuck ups, we celebrate or we repair it.
 We measure the effectiveness of our work.
 We are responsible for our time we ask for help when we need it, we give help when we can.

Determination:

We always ask why and how we can do better.
 We like winning, but not at the cost of our values.

Creativity:

Being creative is a superpower we use it purposefully.
We bring curiosity to every situation and project.

Wowing clients:

We treat all our clients with respect regardless of their budget.
We are not selective for who we show our good side too.
We challenge our clients thinking and respect their situation.

Vitality:

We know a healthy mind and body is key to our success.
We take time to look after ourselves and each other.

Our Beliefs

There is always a way
We draw our inspiration from all over the world, convention does not limit us
We know the community matter, today, tomorrow and always
We partner with other providers pushing the front of social change
The community's reaction is always a by-product of a deeper issue

Position – Organisational Relationships

Reports to	Cindy Plowman, Director
Supervises	-
Key Internal Contacts	Casual Conversation Facilitators External Marketing and Communications Consultant Communications and digital suppliers (as required)

Position – Responsibilities

Responsibility	Outcomes
Implementation and continuous improvement of the Marketing Strategy.	Consistently communicate and clearly articulate the Conversation Caravan's market position and unique selling proposition. Deliver a return on investment through uptake of consultancy services, training or attendance at events.
Developing content for and establishing the Conversation Caravan's online and social media presence (Instagram, Facebook, LinkedIn, web).	Develop content that interrupts, engages, educates and encourages existing and potential clients to take action (sign up for a project, take part in training or book a call).
Social advertising (developing lead magnets, and content campaigns) across all platforms.	Create a consistent online media presence that positions Conversation Caravan in line with its brand values and positioning.
Establishing an email nurture sequence to coincide with events and activities being delivered.	Continue to build and develop relationships with potential and existing clients of the Conversation Caravan. Capitalise on the projects happening in the community and enhance the positioning of the organisation.

Position – Skills and Competencies

Personal characteristics	<ul style="list-style-type: none"> • Enthusiastic, dynamic, self-motivated and proactive person. • Highly professional and articulate with excellent interpersonal skills. • Excellent attention to detail and commitment to high quality outcomes. • Strong ability to manage multiple priorities and projects. • Proven ability to work independently and within a team environment. • Strong personal values and commitment to working in the community.
Qualifications and Experience	<p>A tertiary qualification (complete, or underway) in communications, marketing, digital marketing or public relations.</p> <p>Demonstrated experience (project, personal or professional) in the preparation and delivery of digital marketing and online campaigns (social media, email, web).</p> <p>Highly developed written and oral communication skills</p>

To apply or to enquire:

Please send a cover letter, copy of your resume and how you will help to build the online profile of Conversation Caravan (can be a video, presentation, or idea).

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