

## POSITION DESCRIPTION

### Position Identification

Position Title	<b>Marketing Communications Coordinator</b>
Occupant:	Nil
Reports to:	Education and External Relations Manager
Functional Relationships:	Education and Projects Administrative Assistant, Client Services Coordinator
Employment Period:	Fixed Term to 30 June 2022 extended with funding approval
Employer:	Guide Dogs NSW/ ACT (via the Centre for Eye Health)
Location:	Kensington, University of New South Wales
Date Reviewed:	October 2018

### Introduction

Centre for Eye Health (CFEH) requires the services of a coordinator to manage all facets of marketing and communication, both internally and externally. This will involve design work, maintenance of social media and websites, developing coordinated targeted campaigns, monitoring and reporting on campaign success and the production of both external and internal newsletters. This will be a part-time role of 24 hours a week which can be undertaken over a period of between 3 and 5 days each week by prior agreement with the Executive Officer.

An ideal candidate would have:

- Either a marketing qualification or 3+ years' experience in a similar role
- Excellent verbal and written communication skills
- Strong design aesthetic
- An analytical mind
- A high level of initiative
- The ability to develop creative solutions and unique marketing approaches
- The capacity to work within a dynamic and diverse team; and
- A willingness to assist where needed to ensure the Centre is successful in meeting its objectives.

### Objective of the Position

The objective of this role is to evolve and strengthen awareness of Centre for Eye Health's (the Centre's) services and achievements and increasing incoming referrals by providing a coordinated marketing approach to targeted populations.

### Areas of Accountability

#### External Communication

Aim – to raise the profile of CFEH amongst referrers and the general public and other stakeholders

- Act as a point of contact for practitioners referring to the Centre
- Manage social media sites and liaise with the leadership team/external stakeholders to generate appropriate social media posts
- Monitor the social media of external stakeholders and “share” or otherwise disseminate relevant and topical posts
- Manage and update the Centre's website



- Coordinate content development for referrer newsletters by working with the leadership team to identify key issues to be communicated then develop and distribute the newsletters on a regular basis
- Liaise with external stakeholders (GP's, Optometrists, Aboriginal Health) to promote the services of the Centre (this may include occasional face to face meetings or functions off-site)
- Coordinate the production of short marketing/educational videos
- Liaise with UNSW media and Guide Dogs NSW/ACT marketing to disseminate significant CFEH publications or achievements

### **Internal Communication**

Aim: To maintain and evolve the existing employee culture and emphasise inclusivity of staff employed across multiple geographical sites.

- Design and coordinate content development for a staff newsletter by working with the leadership team to identify key issues and projects that need to be communicated across different locations and internal departments then develop and distribute the newsletters on a regular basis
- Communicate details of optional social staff events or initiatives

### **Design**

Aim: To produce high quality, professional marketing materials / tools that can be used to promote the functions or achievements of the Centre.

- Design infographics relating to current CFEH research (in collaboration with the research team)
- Design information brochures or infographics for patient education (in collaboration with the clinical services team)
- Design or re-design existing marketing and educational material as needed (in collaboration with the education team)
- Undertake other design projects on an ad-hoc basis as they arise

### **Marketing Analysis**

Aim: To produce evidence-based feedback for the management team on the success or otherwise of marketing strategies.

- Quarterly analysis of marketing activities to help management to assess the cost versus benefit of each strategy. This will involve looking at website and social media analytics as well as referral numbers (geographic and referrer type).

### **Other Activities**

The Executive Officer or Education and External Relations Manager may request the Communications and Marketing Coordinator to undertake other duties which are appropriate and relevant to the main objective of the position.

### **Expected Outcomes**

1. Delivery of high quality marketing and patient information resources
2. Effective communication of CFEH activities and achievements, both internally and externally
3. Concise analysis of the success of different marketing initiatives so that marketing investment may be most effectively directed
4. Professional, courteous and collaborative interactions with all internal and external stakeholders
5. Compliance with all CFEH and UNSW internal policies as well as privacy and copyright laws



## **Qualifications, Experience and Personal Attributes**

### Essential

- Experience in marketing, communications or a similar role (3+ years)
- Proficiency in InDesign (or similar design program) and Photoshop
- Intermediate Microsoft Office skills
- Strong organisational skills and a high level of initiative
- Good written and verbal communication skills
- Mature, friendly and able to work as a part of a dynamic team in a fast paced environment; and
- Willingness to assist with the operation of the Centre, where necessary and appropriate.

### Desirable

- Tertiary qualification in marketing, communications or similar
- Experience in website and/or social media management

---

**Marketing Communications  
Coordinator**

---

David Murray  
**Executive Officer**