



Position Description – Marketing Coordinator

Company:	National Institute of Integrative Medicine
Position:	Marketing Coordinator
Type:	Permanent, Full-time
Reports To:	EGM, Marketing & Communications
Award:	NIIM Agreement
Location:	21-23 Burwood Road, Hawthorn, VIC, 3122
No. direct reports:	n/a
Hiring Manager:	Tanya Reardon

Our Core Values

At the heart of National Institute of Integrative Medicine (NIIM) there are four core values: Respect, Integrity, Care and Courage. These values guide everything we do and direct us towards our mission to ‘Empower People and Transform Healthcare’. Recognising that individuals should have access to health information and an integrative holistic health care service that will enable them to manage their own healthcare.

At a community level we provide health education and research to advance the understanding and value of integrative medicine, to promote health literacy, early intervention and improved disease management at a population level.

Purpose of the Position

This role is responsible for increasing and improving the presence of NIIM Care across a range of print media and digital platforms including the NIIM website and intranet.

- Write and develop engaging content across all publishing mediums (off and online)
- Reflect the NIIM corporate branding guidelines
- Effectively communicate key messages and philosophies
- Support the EGM Marketing Communications Manager

Duties & Responsibilities:

Responsibilities
<p>Online marketing</p> <ul style="list-style-type: none"> • Ensure NIIM has a strong social media presence, delivering an agreed number of weekly posts against our workplan and in line with NIIM communications strategy. Includes writing and sourcing relevant social media content. • Maintain and update the NIIM website and intranet via content management systems, ensuring content is contemporary and up to date • Coordinate digital marketing activities such as Google Search, Facebook and Instagram advertising, LinkedIn and other online channels • Take photos and videos of staff and other stakeholders as required to promote NIIM’s services
<p>Graphic Design</p> <ul style="list-style-type: none"> • Design and edit marketing materials including print and digital. • Arrange printing for Marketing and other business units as required. • Utilise Canva or Adobe Creative Suite software to produce marketing and communications materials

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<ul style="list-style-type: none"> Uphold all brand guidelines ensure consistent use of the Brand across the organisation
<p>Written Communications</p> <ul style="list-style-type: none"> Develop and design communications to promote and deliver NIIM's key messages for the organisation and business units. Consult with relevant business units and stakeholders to ensure quality, accuracy and currency of content for social media, brochures, advertisements and other marketing material Write CEO Update and external electronic newsletter promoting NIIM activities and events, with support from the EGM Marketing and Communications Write marketing and corporate communications for business units in line with marketing plans
<p>Marketing</p> <ul style="list-style-type: none"> Support EGM Marketing & Communications to coordinate and deliver NIIM's marketing plan, internal and external communications, to support our business activities and strategic initiatives. Develop printed and electronic marketing collateral and communications to support business operations and strategic projects as authorised by relevant stakeholders and EGM Marketing & Communications Provide Event Management support including the Symposium Production of Annual Report In consultation with the NIIM Procurement Policy, ensure printing and purchasing is cost effective Stock management of printed collateral Organise and manage image library Order and manage stock of promotional merchandise Assist with database management and events/campaigns via CRM
<p>Flexibility</p> <ul style="list-style-type: none"> It will be a requirement that the person appointed be available during operating hours with flexible working arrangements and responsibilities/duties outside of those specifically listed in position description where required.

Qualification and Experience

Essential

- Proven experience in a similar role and/or relevant qualifications in marketing, or similar
- Professional social media experience, including creating, posting and moderating content
- Working knowledge of Canva or Adobe Creative Suite
- Experience in website content creation and maintenance
- Experience with digital marketing tools including paid ads (Google, Facebook, Instagram), SEO, analytics
- High level communication skills, excellent writing and editing skills
- Experience with MS Office Suite
- Ability to be flexible and work both autonomously and effectively within a team
- Possess initiative and drive to successfully work in a changing environment



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- Ability to proactively manage workload, organise multiple priorities and consistently meet deadlines
- Excellent attention to detail
- Strong interpersonal skills
- Excellent time management skills with demonstrated ability to work independently and meet tight deadlines
- Maintain high and accurate standard of work at all times, ensuring all work is proofed and quality checked

Desirable

- Experience with Wordpress CMS
- Experience with Mailchimp or other email marketing tool
- Experience working to Marketing Strategy and campaign plans
- Interest in photography / videography