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POSITION DESCRIPTION

Marketing & Events Coordinator

POSITION TITLE	Marketing & Events Coordinator
REPORTS TO (TITLE)	Sales & Marketing Manager
COMPANY / BUSINESS	Austins & Co.
DEPARTMENT / DIVISION	Marketing
NUMBER OF DIRECT REPORTS	0
STATUS	Full Time Employment

HOURS OF WORK	<p>38 per week</p> <p><i>The working work in peak event season of Spring & Summer will be Wednesday to Sunday. Work will also be required outside of normal hours and travel will also be required. Must be flexible and ability to work well with our small team. Salary and remuneration package will be discussed with preferred candidate.</i></p>
CORE PURPOSE	<ul style="list-style-type: none"> • Provide support to the marketing team in the development and implementation of marketing plans, digital strategy and promotions. • Coordination of external events, on and off site. • Coordination of wedding enquiries and bookings. • Assist with coordination of memberships and ecommerce • Assist with coordination of marketing activities as required, including outside of office hours as required • Coordination of internal and external media requests • Monitor and upload media reviews and wine show awards • Marketing administration duties
WORK GROUPS AND OTHER RESPONSIBILITIES	Working with Marketing Manager as required
SELECTION CRITERIA	<p>ESSENTIAL</p> <ul style="list-style-type: none"> • Min 2 years marketing and event management experience • Experience in creating and implementing digital strategy • Honest, reliable and enthusiastic • Work under pressure • Ability to maintain confidentiality • Flexible and adaptable approach to work • Strong organisational and project management skills • Exemplary communication skills both written and verbal • Attention to detail and accuracy • Good people skills and the ability to work as part of a team • Creative flair • Ability to meet deadlines • General office applications <p>DESIRABLE</p> <ul style="list-style-type: none"> • Experience in Alcohol or FMCG industries • Adobe Suite • Tertiary qualifications in marketing

RESPONSIBILITIES / GOALS	DELIVERABLES/DUTIES / TARGET	WEIGHT
<p>1. MARKETING</p>	<p>MARKETING</p> <ul style="list-style-type: none"> • Assist with new vintage changes including updating price lists, bottle shots, stock coordination and tasting notes. • Wine shows and reviews: coordinating entry and deliveries inc. wine shows, Halliday Wine Companion and other ad hoc reviews as requested. • POS items for off premise and on premise locations inc. liaising with designers and printing companies as required. • Assist Marketing Manager with strategy and brand plan as required. • Research, analyse and gather market intelligence on competitor activity and market trends as required. <p>DIGITAL STRATEGY</p> <ul style="list-style-type: none"> • Implementing digital strategy across all social media accounts including: Facebook, Instagram, Snapchat and the website • Assisting with digital content creation • Management of social media accounts • Regular blog writing • Assist with photoshoots as required. • Collating Emails for database • Website management <p>CUSTOMER SERVICE/ORDERS</p> <ul style="list-style-type: none"> • Coordinating wine club orders and logistics inc. website solutions. • Relationship Management. • Assist Marketing Manager with growth strategies. • Website management inc. enquiries and updates <p>BUDGET</p> <ul style="list-style-type: none"> • Ensure marketing budget spend is within monthly targets. • Handle email enquiries for sponsorship donations and ensure donations are on track for budget <p>PR/COMMS</p> <ul style="list-style-type: none"> • Assist in the coordination of media and sales kits • Monitor media reviews daily, and international and domestic wine show results as they happen • Upload reviews and medal results to an internal database • Coordinate PR as requested by Marketing Manager <p>ADMINISTRATION</p> <ul style="list-style-type: none"> • Assist in liaising with key stakeholders for coordinating National and/or State promotional activity requirements (advising winners, booking flights) • Assist in the development of reports and presentations outlining key marketing activity effectiveness and insights • Add the results to company flyers for Wine Show Awards Share reviews and results with wider team 	<p>60%</p>

	<ul style="list-style-type: none"> • Capture brand activity in internal presentations as outlined by Marketing Team • Ad Hoc Marketing Administration such as creating flyers, liquor licensing paperwork and other tasks as required. 	
RESPONSIBILITIES / GOALS	DELIVERABLES/DUTIES / TARGET	WEIGHT
2. EVENTS	<p>WINE EVENTS</p> <ul style="list-style-type: none"> • Coordinate, wine delivery, logistics, paperwork licensing, set up and rosters for on-site and offsite events. • Coordination of event design and set-up. • Researching strategies and methods to achieve overall marketing strategy and goals. • Achieving Sales and other targets at each event. • Coordination of casual staff including rosters, training and performance reviews. • Manage and update social media at events • Updating events on website and sending information to Marketing Manager for blog updates. • Coordination of staff training as required. • Researching partnerships and collaborations for external events. <p>WEDDINGS</p> <ul style="list-style-type: none"> • Wedding coordination inc. viewing appointments, bookings, paperwork and logistics. • Achieve annual wedding targets. • Coordination of site management and maintenance. • Coordinating with brand/marketing manager for online advertising as required. • Coordinating updating website information for weddings. • Updating handbooks, displays and legal information. 	40%