

**POSITION DESCRIPTION**

LAST REVIEWED: July 2022

<b>ROLE TITLE</b>	Digital Marketing Coordinator
<b>DEPARTMENT</b>	Corporate Services
<b>REPORTS TO</b>	Senior Digital Marketing Coordinator
<b>EMPLOYMENT STATUS</b>	Part-time (3 days per week)
<b>DIRECT REPORTS</b>	None
<b>LIAISES WITH EXTERNALLY</b>	Industry stakeholders, key business partners including creative and digital agencies and suppliers
<b>ESSENTIAL QUALIFICATIONS AND EXPERIENCE</b>	<ul style="list-style-type: none"> <li>• Tertiary qualification in Marketing or Digital Marketing</li> <li>• Recent certifications in Digital Marketing, SEO, SEM, social media advertising, UX all favourable.</li> <li>• Demonstrable intermediate proficiency with CMS platforms (particularly WordPress), Marketing automation platforms, EDM software (MailChimp or similar), Google Analytics, Google Ads, social media advertising, Microsoft Excel</li> </ul>
<b>PREFERRED QUALIFICATIONS AND EXPERIENCE</b>	1-3 years experience working within a digital marketing and communications environment
<b>PURPOSE OF THE POSITION</b>	<p>The purpose of this position is to provide technical support and expertise to elevate CSQ’s digital marketing strategies, resulting in enhanced brand awareness and a stronger position in the marketplace.</p> <p>The Digital Marketing Coordinator successfully executes a comprehensive program of digital marketing and communications.</p> <p>This role is responsible for supporting a range of current and upcoming digital initiatives, including the implementation and integration of HubSpot with CSQ’s bespoke CRM, conducting an audit and refresh of the CSQ website, working with external vendors to optimise the CSQ website for search engines, rolling out ‘always-on’ SEM and social media advertising campaigns, and supporting CSQ’s internal digital marketing reporting processes.</p>
<b>KNOWLEDGE</b>	<ul style="list-style-type: none"> <li>• Understanding of current digital marketing strategies and tactics</li> <li>• Experience and methodologies in executing successful digital campaigns to deliver organisational outcomes and goals.</li> <li>• High level of technical and analytical savviness</li> <li>• Ability to work well autonomously and unsupervised, as required</li> <li>• Knowledge and ability to work well with expert outsourced providers</li> </ul>
<b>SKILLS</b>	<ul style="list-style-type: none"> <li>• Digital marketing skills including website maintenance, website analytics, SEO, SEM, social media advertising, and EDM development.</li> </ul>

	<ul style="list-style-type: none"> <li>• Intermediate skills in WordPress and EDM development.</li> <li>• Understanding of on-page website search engine optimisation, search engine rankings, and keyword research.</li> <li>• Experience using HubSpot or other marketing automation platforms is highly desirable.</li> <li>• Advanced skills in the Microsoft office suite, particularly Excel.</li> <li>• Exceptional organisational and administration skills, demonstrating impeccable attention to detail.</li> </ul>
<b>ATTRIBUTES</b>	<ul style="list-style-type: none"> <li>• Warm and approachable in nature, with genuine interest in supporting others.</li> <li>• Principled and purpose driven.</li> <li>• Efficient while working autonomously.</li> <li>• Proactive and enthusiastic problem solver.</li> <li>• A customer / user-focused mindset is essential for success in this role.</li> </ul>

### ORGANISATION COMPETENCIES - CSQ WAY

COMPETENCY	ROLE OUTPUTS REQUIRED
<b>Shapes the Future</b> <i>Sets CSQ up for future success</i>	Connects well with others to: successfully operationalise areas of responsibility; and respond to opportunities for innovation and improvement.
<b>Results Driven</b> <i>Focuses on achieving results both in the long and short term.</i>	Activates systems, processes and plans in a timely, organised and consistent manner.
<b>Leads Self and Others</b> <i>Manages self and others to support a constructive culture</i>	Demonstrates trustworthy leadership, affords autonomy to others, and supports individual and team development.  Champions learning, adaptation to the digital world, and is open to new ways of working.
<b>Customer Focus</b> <i>Carries out activities with the customer in mind.</i>	Skilfully supports team to respond to customer queries, ensuring a customer service excellence experience.
<b>Relationship Builder</b> <i>Builds sustainable professional relationships.</i>	Emotionally intelligent, acknowledges team wins, is clear about successes and failures, and builds on those to support mastery and autonomy.

**GOALS FOR THE ROLE**

<b>KEY ACCOUNTABILITIES</b>
<p><b>Digital marketing expertise</b></p> <ul style="list-style-type: none"><li>• Contributes to the development and execution of digital strategies and projects, as standalone activities or in support of broader campaign activity.</li><li>• Supports the maintenance of the CSQ website, including but not limited to ensuring information is up to date, conducting audits and research, and working with external suppliers as required to complete required design improvements as identified by the business.</li><li>• Works with the Senior Digital Marketing Coordinator to actively review and identify opportunities for improvements in functionality and user experience across all digital platforms.</li></ul>
<p><b>Campaign development and implementation</b></p> <ul style="list-style-type: none"><li>• Supports the implementation of multi-platform campaigns, and undertakes day-to-day tasks, as agreed at team meetings, to roll out campaigns as required.</li><li>• Contributes during planning discussions with other business units to provide digital marketing support and identify upcoming campaign requirements.</li></ul>
<p><b>Tracking and reporting on digital marketing activities</b></p> <ul style="list-style-type: none"><li>• Supports CSQ’s digital reporting functions, and actively contributes to improving internal reporting processes.</li><li>• Provides accurate and timely reporting on campaigns across CSQ’s digital channels, including the website, social media performance, EDM campaigns, and Google Ads.</li><li>• Contributes to setting KPIs for CSQ’s digital channels and supports the implementation of strategies to achieve them.</li></ul>
<p><b>General duties</b></p> <ul style="list-style-type: none"><li>• Undertakes other responsibilities, consistent with skills, qualifications, and experience, as may be required from time to time.</li></ul>

*“A skilled workforce that meets the evolving needs of Queensland’s Building and Construction industry”*

I understand the requirements of the position and will fulfil the obligations required of the tasks, responsibilities and needs of the Business.

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Employee Name \_\_\_\_\_ Signature \_\_\_\_\_ Date \_\_\_\_\_  
Manager Name \_\_\_\_\_ Signature \_\_\_\_\_ Date \_\_\_\_\_  
ELT Name \_\_\_\_\_ Signature \_\_\_\_\_ Date \_\_\_\_\_