

JOB PROFILE – MARKETING CO-ORDINATOR

(Updated February 2011)

JOB TITLE

Marketing Co-ordinator

POSITION SUMMARY / RESPONSIBILITIES

The Marketing Co-ordinator is responsible for ensuring the organisation in conjunction with the Board has and implements a Marketing Plan with strategies to achieve the goals and mission of the organisation

PERSON SPECIFICATIONS

The Marketing Co-ordinator shall possess the following knowledge, skills and attributes to undertake the responsibilities and tasks for the position effectively:

- Able and willing to display positive leadership.
- Ability to recognise needs of Marching New Zealand, its Participants and Stakeholders.
- Knowledge of MNZ administration as it affects position of appointment
- Effective administrator with good communication, written, listening and organisational skills.
- Ability to relate to a wide range of people, and value and respect diverse cultures.

REPORTING LINES / WORKING RELATIONSHIPS

The Marketing Co-ordinator shall maintain direct liaison with:

- Board.
- Association Promotion/Publicity Officers.
- Media.

KEY TASKS

The Marketing Co-ordinator shall undertake the following key tasks:

- Provide ideas and direction to assist the Board to develop a Marketing Plan.
- Implement approved Marketing Plan.
- Prepare a report for each Board meeting
- Develop and provide for Board approval, a recommended Workshop programme for Publicity Officers
- Liaise with the Director of Finance re finances covering all recommended programmes, and for all functions of responsibility, and monitor expenditure against approved budget.
- Create an environment which is conducive to achieving MNZ goals
- Create an environment which is conducive to increasing the positive achievements of Association Promotion/Publicity Officers.
- Maintain communication with Association Publicity Officers.

PERFORMANCE EXPECTATIONS / KPI's

The Marketing Co-ordinator shall meet the following performance expectations:

- Meet requirements and timeframes of the Marketing Plan.
- Comply with budgeting approvals.
- Keep up to date with effects of changes in Society.
- Develop and provide for Board approval, a recommended Workshop programme for Promotion/Publicity Officers and implement the approved workshop programme.
- Attend Administration and Publicity Workshops
- Liaise with Association Publicity Officers and give assistance where necessary.
- Project an atmosphere of loyalty and support to Marching New Zealand and its Board.
- Set a high standard of professional conduct.
- Undertake any other duties required by the Board