

GOOD ENVIRONMENTAL CHOICE AUSTRALIA

MARKETING CO-ORDINATOR

POSITION DESCRIPTION

Position Title: Marketing Co-ordinator

Date : 10 December 2009

Division : Marketing

Location : Sydney

Reports to : CEO

1. Introduction

Good Environmental Choice Australia (GECA) is a public, special purpose company limited by guarantee and registered under the Corporations Act 2001. It is a not-for-profit, membership-based entity established to recognise and promote environmental excellence in goods and services available to Australian customers. The core activity of GECA is the establishment and marketing of standards, predominately for product categories so products can be certified with the Environmental Choice Australia ecolabel in accordance with criteria stated in ISO 14024.

2. Role of the Position

The purpose of this position is to manage the Marketing, Public Relations and client relationship activities of the organization, under the direction of the CEO. The Marketing Co-ordinator is responsible for ensuring all communication activities support and enhance brand positioning for the Environmental Choice Australia ecolabel. The role is responsible for helping develop, and for implementing, the annual marketing plan, increasing the demand for the GECA ecolabel and managing communications to internal and external stakeholders. It involves customer relationship management with licencees and potential licencees and members, preparing communications collateral, the newsletter, managing the website and building membership.

The successful applicant will service the GECA Board's Marketing and Membership Advisory Committee. The Committee provides the GECA Board and staff with advice to ensure the relevance and effectiveness of GECA's Marketing program.

The Marketing and Membership Advisory Committee meets as necessary (but at least quarterly) to advise and help GECA to achieve the organisation's marketing goals. The Committee, of expert marketers;

- Provides input into the strategic direction for the development of GECA's Marketing and Communications programs
- Provides strategic direction and input for developing member benefits and new membership acquisition
- Reviews marketing and communications collateral
- Reviews and evaluates business development opportunities

3. SKILLS AND KNOWLEDGE FOR THIS POSITION

3.A. EDUCATION, QUALIFICATIONS, TRAINING

MANDATORY

Minimum 2 years experience in a marketing communications or PR role.

Relevant Tertiary qualifications - Marketing degree or equivalent

3. B. ATTRIBUTES, SKILLS, EXPERIENCE REQUIRED

- Team player
- Ability to meet deadlines and targets
- Initiative and Problem solving
- Excellent presentation skills
- Excellent verbal & written communication skills
- Organisational / time management skills
- Highly developed interpersonal skills

3. C. SPECIALISED KNOWLEDGE OR SKILLS REQUIRED

- Sound marketing and communications skills
- On-line/content management skills.

3. D. DESIRABLE

- Experience generating revenue for not for profit organisations
- Appreciation of good governance
- Appreciation of environmental issues

- Experience working in a not for profit organisation

4. MAJOR RESPONSIBILITY AREAS

Under the direction of the CEO:

- Help draft, then implement, GECA's annual marketing plan.
- Co-ordinate and implement external communications campaigns to create awareness and demand for the GECA program.
- Develop and implement communications campaigns for members and licensees to promote GECA benefits, value and information.
- Work with GECA's Standards Manager to promote GECA's standards
- Manage PR/media enquiries.
- Develop and maintain a GECA membership program to increase new and retain existing members by enhancing and communicating benefits and value.
- Develop and manage Sponsorship opportunities with professional organisations, licensees, media etc.
- Develop and maintain GECA marketing collateral including print and web.
- Develop and maintain GECA's CRM database. This will involve working closely with GECA's Operations Manager.
- Develop strategic alliances that support the organisations goals.
- Organise events, seminars, and Licensee functions on behalf of GECA.
- Draft regular newsletters and or Direct email campaigns to communicate general information, new standards, events, invitations, etc
- Develop new print material and reprints as requested i.e. Brochures, annual report, invitations member benefits etc.
- Manage the relationship with any external agencies (Advertising & Web).
- Manage time lines and budgets of above against signed estimates.
- Maintain and communicate the Rules on the use of the Mark

5. MAJOR CHALLENGES

- Achieve high quality results with budget and resource constraints
- Work with licencees to create opportunities that deliver value and generate funds for more co-sponsored advertising/events.
- Work with Licensees who may have limited resources or appreciation for the value of applying strict branding guidelines.
- Manage multiple and changing priorities in order to respond to the best available opportunities.

IH 10/12/09