

## Position Description



|                       |                                                |                       |                     |
|-----------------------|------------------------------------------------|-----------------------|---------------------|
| <b>Role title</b>     | Marketing Coordinator                          | <b>Last reviewed</b>  | 18/09/2025          |
| <b>Division</b>       | Sales and Corporate Affairs                    | <b>Team</b>           | Sales and Marketing |
| <b>Reports to</b>     | Senior Marketing Manager<br>/Marketing Manager | <b>Classification</b> | ASO4                |
| <b>Direct reports</b> | Nil                                            |                       |                     |

### Role Purpose

To coordinate, deliver and monitor marketing strategies, campaigns and events across a broad range of projects to promote and support Renewal SA's brand and growth objectives.

### Key Accountabilities

- Support the design, delivery, and evaluation of marketing strategies, initiatives, and campaigns across a broad range of projects to promote Renewal SA's brand and growth objectives.
- Contribute to the development of marketing plans, proposals, and reports that support business planning and decision-making.
- Coordinate creative and media briefs and deliverables with internal teams and external agencies, ensuring alignment with brand standards and project goals.
- Deliver media campaigns and marketing collateral from briefing through to production and distribution, ensuring quality and consistency across all touchpoints.
- Assist in coordinating marketing support for internal and public-facing events to drive engagement and strengthen the brand presence of Renewal SA and/or its projects.
- Demonstrate strong written and verbal communication skills, with the ability to prepare detailed briefs and reports for internal and external stakeholders.
- Assist internal stakeholders by providing guidance on marketing policies and brand guidelines to help achieve campaign objectives and resolve marketing-related challenges.
- Manage multiple projects with tight deadlines, applying proven project management skills in a consumer marketing environment.
- Maintain strong attention to detail across all aspects of marketing delivery.
- Perform other duties as required, contributing to the overall success of the marketing team and organisational goals.

### Key Relationships

| Internal              |                                                                                                                                                                  |
|-----------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Who                   | Why                                                                                                                                                              |
| Manager               | Receive guidance and instruction, seek clarification and advice, and report on progress against work plans.                                                      |
| Work Team             | Participate in meetings, share information, and provide input on issues. Support team members and work collaboratively to contribute to achieving team outcomes. |
| Internal Stakeholders | Respond to queries, exchange information, and work collaboratively to resolve issues.                                                                            |

| External                      |                                                                                                                                                       |
|-------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------|
| Who                           | Why                                                                                                                                                   |
| Other Government Agencies     | Establish networks and collaborative relationships across SA Government to share ideas and learnings and develop common responses to emerging issues. |
| External Stakeholders         | Engage with relevant stakeholders to facilitate communication, provide expert advice, gather, and exchange relevant information.                      |
| Vendors/Suppliers/Consultants | Manage contracts for quality, on-time service delivery, compliance, and performance targets.                                                          |

## Key Challenges

- Managing and delivering multiple tasks, activities, projects and deadlines, often in partnership with other state and commonwealth agencies or organisations, while resolving program issues in a complex and sensitive stakeholder environment.
- Managing stakeholder expectations for marketing strategies while adhering to strict government protocols and compliance requirements in a rapidly changing media landscape.

## Qualifications and Technical Requirements

- Managing and delivering multiple tasks, activities, projects and deadlines, often in partnership with other state and commonwealth agencies or organisations, while resolving program issues in a complex and sensitive stakeholder environment.
- Tertiary qualifications in Marketing, Communications, or a related field will be highly regarded.

## Special Conditions

- Out of hours work may be required.
- Inter/intrastate travel may be required.
- The incumbent must meet the WHS responsibilities and accountabilities as set out in the Renewal SA WHS Policy commensurate with their role. This includes ensuring that any work undertaken by or on the behalf of Renewal SA, is undertaken in accordance with the WHS Act 2012, Regulations, Codes of Practice, and internal Specifications.
- The incumbent is responsible and accountable for keeping accurate and complete records of their business activities in accordance with the State Records Act 1997
- The role is deemed a 'Position of Trust' pursuant to the standards required in the Australian Government Protective Security Policy Framework
- A current satisfactory National Police Clearance is required and renewed as per Renewal SA's policy.

## Key Capabilities

The [Renewal SA Capability Framework](#) integrates the Renewal SA Strategic Plan and the South Australian Public Sector Values to define the capabilities we need to operate effectively. Our Framework is led by four principles that are critical themes and considerations that ensure safety, personal leadership, best practice, and our communities are at the forefront as we apply our capabilities.

All the capabilities within the Renewal SA Capability Framework are relevant for all employees. The below outlined capabilities are specifically needed to successfully perform the role.

| Capability Group                 | Capability                           | Level        | Behaviours                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |
|----------------------------------|--------------------------------------|--------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Culture and Collaboration</b> | Communicate effectively              | Foundational | <ul style="list-style-type: none"> <li>• Use concise language to target messages and avoid overwhelming audiences.</li> <li>• Structure communications to deliver the purpose with impact, using facts or insights, as necessary.</li> <li>• Adjust communications according to the audience to find the right channels to maximise reach.</li> <li>• Understand and apply better ways to use inclusive language and communicate in the voice of Renewal SA.</li> </ul>                                                                                           |
| <b>Strategy and Growth</b>       | Make an impact                       | Foundational | <ul style="list-style-type: none"> <li>• Undertake analysis of problems to ensure solutions address the issues identified for the stakeholders identified.</li> <li>• Support solutions through well documented research, modelling or other means that demonstrates they address the issues.</li> <li>• Articulate the secondary benefits of solutions including impacts to Renewal SA's communities or service delivery.</li> <li>• Promote environmental, sustainable and social considerations into solution development and benefits definitions.</li> </ul> |
| <b>Innovation and Agility</b>    | Support creativity                   | Foundational | <ul style="list-style-type: none"> <li>• Engage in discussion and ideation with others to consider the merit of all ideas to find the best possible outcome.</li> <li>• Find opportunities in your work or your team to trial new ideas and concepts.</li> <li>• Trial new ways of generating ideas by researching and applying new ways of creative thinking.</li> <li>• Encourage team to identify and discuss ways to improve the processes and systems used.</li> </ul>                                                                                       |
| <b>Solutions Focused</b>         | Apply business and commercial acumen | Foundational | <ul style="list-style-type: none"> <li>• Evaluate the costs involved and financial impacts of decisions and courses of action.</li> <li>• Build relationships with key roles and decisions makers for the support services across Renewal SA.</li> <li>• Utilise experience and knowledge of business and corporate operations to improve efficiency and effectiveness.</li> </ul>                                                                                                                                                                                |

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|  |  |  | <ul style="list-style-type: none"><li>Follow Renewal SA contracting policies through negotiation and contract management.</li></ul> |
|--|--|--|-------------------------------------------------------------------------------------------------------------------------------------|

| Delegate                                                                |                        | Role occupant            |                                                                                      |
|-------------------------------------------------------------------------|------------------------|--------------------------|--------------------------------------------------------------------------------------|
| This position profile accurately outlines the expectations of the role. |                        | <input type="checkbox"/> | I have read and understood the role and expectations of me. <input type="checkbox"/> |
| Name                                                                    |                        | Name                     |                                                                                      |
| Title                                                                   |                        | Signature                |                                                                                      |
| Signature                                                               |                        |                          |                                                                                      |
| Date                                                                    | Click to enter a date. | Date                     | Click to enter a date.                                                               |