



**BACKBONE**

## POSITION DESCRIPTION

MARKETING AND CUSTOMER SERVICE COORDINATOR

FEB 2017

### MARKETING AND CUSTOMER SERVICE COORDINATOR

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#### ABOUT YOU

You are a vital component of any team and able to support and manage conflicting priorities with grace and style. Your multi-faceted approach to marketing provides you with an edge. You create digital and print communications like a champion and move between the two easily, always bringing with you a sharp eye for detail and a sixth sense of how your audiences will respond.

Beyond this, you move around the office and keeping things up to speed, supporting people in their daily tasks and making sure things keep moving along nicely. Schedules are your middle name and you love helping your team stay on task and to a timeline. No really, you do.

You have excellent customer service skills, always keen to provide answers and assistance where needed. What you enjoy the most about customer service is working with a diverse range of people in a community, always thinking of ways to connect those people and attract them to the events and opportunities that you are promoting.

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#### HOURS

2 days per week, flexible allocation of hours across the week  
Ad-hoc and required for events outside of allocated time

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#### ABOUT THE JOB

The environment is fun, but the productivity level is high, we are a tiny team who love what we do, and are looking for more people to join in on that.

Your job will involve a range of activities, and we are looking for someone who will approach every task with passion, dedication and commitment.

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#### THE MARKETING COMPONENT

- Work in consultation with the team to create and execute a diverse range of marketing campaigns.
  - Coordinate distribution timelines and channels
  - Publicity: writing media releases, putting together media list, pitching to media, setting up interviews.
  - Coordinate all digital comms: social media, website, EDMs, database acquisition
  - Coordinate collateral/signage/materials (liaising with designers, photographers, printers, distributors)
  - Coordinating cross promotions
  - Media and marketing partnerships / sponsorships
  
  - Manage and handle memberships
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#### THE ADMIN & CUSTOMER SERVICE COMPONENT

- Work alongside the team to create a welcoming and safe atmosphere for our community.
  - Manage venue bookings, inductions and requests for event and venue hire.
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- Work with the team to identify, procure and manage partnerships and sponsorships
  - General administration (answering machines, post)
  - Ensure the venue is well presented at all times and communicate any specific needs or issues to the team. We want everything on brand.. Don't you?
  - Attend events and create a fun and welcoming atmosphere for our community, staff and audiences.
  - Manage front of house and bar staff where necessary and no
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