

Phoenix Contact  
**Marketing Coordinator**

PXC PD 2.06

### POSITION SPECIFICATIONS

Position Reports To	National Marketing Manager
Direct/Indirect Reports	N/A
Financial and/or Other Delegation/s	As per Company Policy
Version	May 2021

### SCOPE OF THE ROLE

The Marketing Co-ordinator will provide support to the National Marketing Manager and Product Management team, assisting with the development and implementation of marketing activities and programs that effectively support and promote the Phoenix Contact organisations and their products in Australia and New Zealand.

### KEY RESULT AREAS AND SUPPORTING RESPONSIBILITIES

#### MARKETING PROGRAMS AND STRATEGIES

- Assist with the planning and implementation of marketing programs that communicate the objectives and value proposition of the company and its products
- Work collaboratively with Product Managers to assist in creating and managing integrated marketing communication strategies and campaigns
- Strengthen the brand and relationship with key customers / market segments through the articulation of a compelling message and creation of value – add content

#### EVENT MANAGEMENT

- Manage events and coordinate promotional activities at trade shows and exhibitions across ANZ.
- Actively communicate with the Marketing and Sales team to ensure effective planning leading up to all events including (but not limited to) trade show/exhibition layouts, logistics, preparation of marketing material, advertising leading up to and during events, preparing give-aways, and customer/ROI analysis
- Assist with management and coordination of internal and external product training across ANZ
- Work closely with Administration and Internal Sales team to organise relevant travel, logistics and purchasing for all training and events in ANZ

#### SOCIAL MEDIA / COMMUNITY MANAGEMENT

- Assist in the development of and implement strategies to grow the brand's online community
- Produce clear and compelling social media content to mobilise and engage targeted audiences
- Real time response on Social Media platforms
- Measure the effectiveness of activity and evaluate new analytics tools for improved audience behaviour understanding

#### DIGITAL COORDINATION

- Execute and implement marketing and online strategies as directed by the Marketing team.
- Develop and maintain regular updates to content through the collaborative development of an online marketing campaign calendar
- Assist with implementing onsite improvements
- Monitor and report on website analytics (conversion rates, SEO, traffic sources) and current trends in digital marketing
- Assist with content for EDM and Direct Mail campaigns for focus products

#### GENERAL TASKS

- Assist with advertising campaigns and measure their effectiveness
- Liaise with Marketing team to create, update and maintain marketing calendar of events
- Responsible for distribution of internal newsletter
- Create and maintain promotional literature and development of marketing collateral, including brochures, sales aids, flyers, email blasts etc.
- Online projects including email campaigns, website updates/ maintenance, SEO campaign and Social media
- Assist distribution strategy, maintain and enhance internal communication
- Administration – raising and receipting purchase orders, raising sample orders

- Work closely with Product Managers, to assist with planning and implementation of marketing communications program for new product releases
- Assist the Product Managers by entering sample orders and purchase orders in SAP
- Provide general assistance to the National Marketing Manager and Product Managers

### **LIAISE WITH OVERSEAS CONTACTS AND SUPPLIERS**

- Work closely with Germany and other subsidiaries to share information
- Responsible for planning and ordering marketing literature and promotional materials from Germany

### **COMMUNICATION**

- Actively participate in formal and informal communication to further the aims of the individual, the team and the company.
- Seek out information required to perform tasks effectively and efficiently and to better understand your job, the business and the environment in which we operate.
- Communicate with all other employees with respect and integrity.
- Attend regular team meetings/information sessions.
- Commit to listen and understand others, act on ideas and suggestions, share relevant and accurate information and provide timely feedback when required.

### **WORK HEALTH AND SAFETY**

Contribute to the provision of a safe working environment by:

- Taking care to protect personal health and safety at work
- Not adversely affecting the health and safety of other employees
- Identifying and rectifying where possible, hazards in the workplace
- Complying with all reasonable instruction and safety using equipment provided
- Reporting any incidents or near misses which may occur
- Complying with all Phoenix Contact policies and procedures.

### **QUALITY/CONTINUOUS IMPROVEMENT**

- Actively support the requirements of Phoenix Contact Quality systems by maintaining Company documentation and procedures.
- Continually review work practice and recommend ways in which practice, systems and/or processes can be improved.
- Participate in activities that address improving performance and actively promote improvement.
- Improve both internal and external customer focus.

### **PRIVACY RESPONSIBILITIES**

- Any personal or sensitive information collected while performing your duties is to be used only for the purpose for which it was collected.

### **ENVIRONMENTAL SUSTAINABILITY AND MANAGEMENT**

- Comply with relevant Australian Government environmental legislation, regulations and policies and other leading practice requirements to;
- Consider sustainability issues in the planning and management of Phoenix Contact Ltd activities;
- Prevent pollution; minimise waste and greenhouse gas emissions; and minimise our consumption of energy water and natural resources; through both technical and staff-based initiatives
- If applicable to your position or area of responsibility, set, meet and periodically review environmental objectives and targets;
- Adhere to the principles of the *Environmental Policy*
- If required, communicate the *Environmental Policy* and Environmental Management System to staff, contractors, suppliers, consultants and volunteers;
- If required, provide environmental awareness and training to ensure staff throughout Phoenix Contact are aware of their environmental roles and responsibilities;
- Play a role in striving for continual improvement of environmental performance through the monitoring of our achievements on a regular basis and reporting to relevant stakeholders.

## **SUMMARY OF KNOWLEDGE, SKILLS AND COMPETENCIES REQUIRED**

### **KNOWLEDGE, QUALIFICATIONS AND/OR EXPERIENCE**

- Tertiary qualifications in Marketing or a related discipline
- Design experience using Adobe Creative Suite is essential (some experience using video software such as Adobe Premiere)
- Proven marketing communications experience
- Experience using Swiftpage or similar mass email software
- Event management experience

- Experience in working with third party suppliers and vendors
- Desktop publishing skills, web CMS experience
- Proficient in all Microsoft Office Programs, Project management and planning skills.
- SAP experience (viewed favourably but not essential)

#### **SKILLS AND COMPETENCE**

- Excellent communication skills – both written and verbal
- Effectively work under tight deadlines and manage projects independently
- Resourcefulness in solving problems, Results/Achievement orientation.
- Excellent people skills, and an upbeat and enthusiastic attitude
- Strong organisational skills and attention to detail

#### **EMPLOYEE ACKNOWLEDGEMENT:**

<b>Incumbents Name</b>	
<b>Signature</b>	
<b>Manager's Name</b>	
<b>Signature</b>	