

AVI Position Description – Marketing Coordinator

POSITION TITLE: Marketing Coordinator	CLASSIFICATION: AVI Band 3	PROGRAM: Australian Volunteers Program	DATE: April 2025
LOCATION: Melbourne	REPORTS TO: Communications Manager	POSITIONS REPORTING TO THIS ONE: None	
ORGANISATION <p>AVI is an Australian not-for-profit organisation committed to achieving economic and social development outcomes across Asia, the Pacific and the world. AVI believes in self-determination with locally owned and led change. We work for a peaceful, sustainable and just world by partnering with people and organisations to share skills, knowledge and experience to achieve the positive change and development goals they seek.</p> <p>As an international development not-for-profit with 150 staff, AVI has offices in Melbourne and 22 countries. AVI delivers the Australian Government's Australian Volunteers Program.</p>			
VALUES: <p>We expect all our employees demonstrate the ability to uphold AVI Values through behaviour, leadership, and projects. Our Values are: Equity and Social Justice; Integrity; Accountability; Diversity and Inclusion; Respect; Partnership; and Solidarity.</p>			
KEY OBJECTIVE: <p>The Marketing Coordinator will play an integral role in attracting and engaging a broad range of Australians to volunteer on the Australian Volunteers Program, and raising visibility of the program more generally, through the planning, development and delivery of marketing, advertising and engagement activities.</p>			
KEY CHALLENGES <p>Reaching new, diverse audiences and networks to increase interest and participation in the program.</p> <p>Ongoing engagement with potential volunteers from a wide range of sectors, often with long conversion timeframes.</p>			
KNOWLEDGE AND EXPERIENCE REQUIREMENTS Experience, Skills & Attributes <ul style="list-style-type: none">• Experience coordinating and delivering marketing campaigns across digital and non-digital environments including working with agencies. Experience in marketing for recruitment purposes is highly desired.• Experience in planning, promoting and producing events online and in person.• Experience in presenting at and facilitating events online and in-person to a range of audiences.• Strong interpersonal skills and well-developed oral communications and public speaking skills.• Demonstrated experience in producing engaging content, both in house and with agencies, including for advertising, email marketing and collateral.• Developed reporting skills and the ability to analyse performance metrics to optimise strategies and content. Experience in Google data studio and analytics desirable.• Experience using customer relationship systems (CRM), such as Salesforce is preferred			

<ul style="list-style-type: none"> • Ability to develop and manage key internal and external stakeholder relationships, including working cross-culturally. • Ability to think strategically and manage small-scale projects. • Self-motivated and resourceful, with the proven ability to multi-task, work autonomously and operate successfully in a fast-paced environment. • Excellent organisational, time management skills and keen attention to detail • Basic design skills preferred. Proficiency in Canva, InDesign and Photoshop highly desirable. <p>Qualifications</p> <ul style="list-style-type: none"> • Tertiary qualifications in a relevant discipline such as Marketing, Advertising, Business or equivalent experience (minimum three years). 		
ACCOUNTABILITIES		
KEY RESULT AREA	KEY ACTIVITIES	PERFORMANCE MEASURES
Strategic research and planning	<ul style="list-style-type: none"> • Work with the Communications Manager to design and develop a coordinated recruitment marketing, advertising and engagement plan, including budget. • Update and share Australian employment market research with internal stakeholders to highlight opportunities and challenges, including trends that may impact pipeline assignments to assist with recruitment processes. • Collaborate with the broader Public Diplomacy team to ensure communication efforts are coordinated and support the recruitment marketing, advertising and engagement plan. • In line with the Australian Volunteers Program's diversity and inclusion priorities, plan and implement recruitment marketing activities to increase program visibility and participation. 	<p>Annual recruitment marketing plan developed.</p> <p>Bi-annual reports on employment trends delivered</p> <p>Plan includes activities that promote specifically to diverse audiences.</p>
Stakeholder engagement	<ul style="list-style-type: none"> • Identify and liaise with relevant external organisations and stakeholders to increase program awareness activities and support recruitment marketing. • Work collaboratively with the Partnerships team to engage Australian organisations in volunteer recruitment • Work closely with the Recruitment and Inclusion teams to increase diversity of program participants. 	<p>Regular cross-functional collaboration and knowledge-sharing to progress recruitment objectives.</p>

	<ul style="list-style-type: none"> • Work closely with the Alumni team to leverage the Alumni network to support recruitment marketing. 	
Events	<ul style="list-style-type: none"> • Coordinate online and in-person information sessions for general and targeted audiences, including planning, promotion and delivery. • Identify relevant conferences, networking events and forums to promote the program and assignments and work with the Public Diplomacy team to participate. • Provide support for event coordination and delivery across the program including in-country events 	<p>Successful delivery of events including Information Sessions.</p> <p>Participation in relevant external events.</p> <p>Program events are supported by public diplomacy</p>
Advertising and Marketing	<ul style="list-style-type: none"> • Work with the Communications Manager to deliver the recruitment marketing plan and other marketing and advertising as appropriate. • Procure advertising, track spend and adjust budget allocation as required. • In collaboration with the Recruitment Team ensure quality presentation of volunteer assignments flows from Salesforce for web advertising. • Plan and deliver sector-based marketing campaigns in line with program priorities • Develop and place advertisements, including paid job platforms, online advertising and sector publications. • Coordinate email marketing campaigns to prospective volunteers and support other email marketing campaigns as required. • Provide regular reporting and analysis of advertising and campaign performance. 	<p>Delivery of the recruitment marketing plan with flexibility, including budget allocation.</p> <p>Assignments on website at consistently high standard.</p> <p>Delivery of sector-based campaigns base on high demand sector pipeline.</p> <p>Advertising activities across range of platforms.</p> <p>Delivery of marketing emails.</p> <p>Monthly reports on advertising and campaign performance delivered.</p>
Content creation	<ul style="list-style-type: none"> • Collaborate with the content team to develop promotional content to support recruitment priorities. • Create written and visual content for various channels including advertising and email marketing, working with external agencies where relevant. • Support ad hoc creation or updating of program collateral as required. 	<p>Production of promotional content that meets brand guidelines and promotional goals.</p>

<p>RELATIONSHIPS AND INTERACTIONS:</p> <p>Internal</p> <p>Primary point of contact for Recruitment Marketing across the Australian Volunteers Program, key relationships include:</p> <ul style="list-style-type: none"> • Public Diplomacy team • Recruitment teams (including overseas staff) • Partnerships team <p>External</p> <ul style="list-style-type: none"> • Suppliers & agencies (including advertising) • Conference organisers & event staff 	<p>PHYSICAL DIMENSIONS:</p> <p>This role requires the ability to:</p> <ul style="list-style-type: none"> • Sit or stand for long periods. • Operate a computer accommodating reasonable adjustments. • React to a display (computer screen) throughout the workday.
<p>ADDITIONAL REQUIREMENTS:</p> <ul style="list-style-type: none"> • In addition to the above, any and all other duties and responsibilities are to be performed as required and consistent with this role • This role may require some work outside of regular hours • Some interstate and international travel may be required • Understanding of, and commitment to, EEO and privacy principles • A Background and Security and commercial credit check will be performed as a requirement of this role • An offer of employment to this role may be subject to a satisfactory criminal record check. This may include require appropriate international police clearances if you have lived in a country (or countries) outside of Australia for a period of more than 12 months in the last five (5) years • Continued employment may be subject to additional security checks from time-to-time 	