

## Marketing & Communications Coordinator

### Melbourne – VIC

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- Supportive and fun team environment
- Sustainability and energy efficiency sector
- Part time – 3 days per week

Ecovantage is an award-winning energy efficiency company that prides itself on being a solutions focused company assisting Victoria, NSW and SA to switch to a more sustainable future by accessing the energy efficiency schemes in each state.

We have a fantastic opportunity for an experienced Marketing and Communications Coordinator to join our dynamic team and help support growth and expansion. This role is part-time, three days a week.

We are looking for someone who is a natural communicator, thrives on juggling multiple projects at once, has excellent writing and relationship building skills and is experienced at executing marketing and communication activities across multiple channels.

The main responsibilities of the role are:

- Company Website / Social Media updates and monitoring, including the collection of information and imagery, preparing copy and posting.
- Collating and disseminating of bulletins for partners and contractors in conjunction with the commercial teams
- Designing and maintaining the communications calendar and prompt contributing stakeholders for content
- Assisting in the management of aspects of the company's corporate brand in all collateral produced - developing, writing, editing and proofing.
- Developing and publishing responses to FAQs
- Developing and disseminating product specifications
- Ensuring compliance forms and documents are up to date and consistent with Ecovantage branding
- Creating bulletins for scheme changes for all states
- Participating and contributing to team and client meetings
- Delivering engaging, informative, well-organized presentations.
- Conducting research to support the preparation of specifications and marketing material
- Liaising with external promotional outlets to publicise products and services
- Creating new and maintain existing brochures/flyers and other marketing collateral

#### **Skills and Experience Required:**

- Relevant tertiary qualification
- Minimum 2 years' experience in a Marketing/Communications role
- Interest in Environment, Sustainability and Energy Efficiency
- Strong written and verbal communication skills
- Excellent work ethic with a team focus
- High attention to detail
- Proactive approach to work
- High level organisational/time management skills with the ability to multi-task

This position is based in our head office in Collingwood.

Please visit our website for more information on Ecovantage and a Position Description.

## Job Description

<b>Job title:</b>	<b>Marketing &amp; Communications Coordinator</b>
<b>Reporting to:</b>	<b>Marketing &amp; Communications Manager</b>
<b>Direct Reports:</b>	<b>Nil</b>
<b>Location:</b>	<b>Melbourne Head Office</b>

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## Company Overview

Ecovantage prides itself on developing business with emerging products and services in the energy efficiency sector. Ecovantage is a trusted residential and commercial source for assessments, recommendations and rebates in the field of Energy Management and Efficiency, delivering award-winning services across Australia.

## Purpose of the position

To coordinate and support the communication and marketing activities across the company; through the dissemination of company updates, service and product information to internal and external stakeholders to ensure Ecovantage's message and corporate guidelines are communicated concisely and effectively.

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## Responsibilities & Duties

### ■ Company Website / Social Media

- Design and maintain the communications calendar and prompt contributing stakeholders for content
- Update website content for new and existing products and/or services as required
- Update website 'Our People' page
- Monitor and report on web site performance
- Maintain blog, Social Media and LinkedIn presence, including the collection of information and imagery, preparing copy and posting.
- Collate and disseminate bulletins for partners and contractors in conjunction with the commercial teams

### ■ Internal Communications

- Design and maintain the communications calendar and prompt contributing stakeholders for content
- Assist in managing aspects of the company's corporate brand in all collateral produced - developing, writing, editing and proofing.
- Develop and publish responses to FAQs
- Develop and disseminate product specifications
- Ensure compliance forms and documents are up to date and consistent with Ecovantage branding
- Create bulletins for scheme changes for all states
- Participate and contribute to team and client meetings
- Deliver engaging, informative, well-organized presentations.

### ■ Marketing and Communications - General

- Conduct research to support the preparation of specifications and marketing material
- Liaise with external promotional outlets to publicise products and services
- Create new and maintain existing brochures/flyers and other marketing collateral
- Coordinate all email marketing campaigns
- Ensure all core customer-facing communications are consistent with Ecovantage branding and messaging is distilled according to contemporary communications best practices.

**Work Standard**

- Establish personal credibility with clients and others
- Professional telephone manner
- Gain approval before publishing technical information
- Abide by timelines and processes as agreed with management
- Develop professional documents using correct terminology and grammar
- High level of appropriate and professional written communication – responses to internal and external queries to be handled within a 24-hour time cycle
- Develop/use personal initiative for problem-solving with a solution-oriented focus.

**Team Support**

- Work within the team environment effectively and maintain strong relationships with other departments.
- Participate in regular team meetings.
- Manage personal time and resources to contribute to the completion of team objectives.
- Complete training programmes as required by Ecovantage policy.
- Provide training to junior team members at the direction of the business development team.

## Academic & Trades Qualifications

Essential	Desirable
Tertiary qualification in a related discipline	

## Work Experience & Skills

Essential	Desirable
2-3 years' experience in a similar role	Interest in Sustainability & Environment.
Excellent verbal and written communication skills displayed with confidence	Experience with specifications / technical product information
Ability to exercise initiative and problem-solving skills.	
High level of computer competency including intermediate Microsoft Office skills, Microsoft Excel email platforms and internet research.	
Capable of multi-tasking.	
Knowledge of customer service principles and practices.	
Research and investigation skills and ability to learn quickly.	
Solid problem-solving skills.	
Excellent literacy, numeracy and time management skills	
Experience and ability to work in a team environment	
Ability to maintain confidentiality and appropriate discretion on all matters where required	
Experience in maintaining client relationships	
Experience preparing professional documents	

## Personal Qualities & Behavioural Traits

<b>Essential</b>	<b>Desirable</b>
Ability to listen and think/act quickly	Maturity coupled with a sense of humour
Articulate	Ability to engender confidence in others
Patience and approachability	
Well presented	
Personal integrity	
Trustworthy	
Self-driven and managed	
Highly motivated	
Team player	
Strong sense of ethics and values	
Be flexible and motivated	
Ability to work under minimal supervision	
Aptitude for new learning	
An ability to build strong interpersonal relationships	

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## Relationships

<b>With</b>	<b>Purpose</b>
1. CEO	Provide feedback and gain approval to programs
2. Marketing and Communications Manager	Provide coordination support
3. External customers	Provide information on programs and services. Organise installations

Employee Signature \_\_\_\_\_ Date \_\_\_\_\_

Manager Signature \_\_\_\_\_ Date \_\_\_\_\_