

Position Description

Marketing Coordinator

Communications & Engagement



Butterfly
Foundation for Eating Disorders

MISSION STATEMENT

The Butterfly Foundation (Butterfly) is Australia's largest not for profit organisation dedicated to supporting people with eating disorders and negative body image and the people who care for them.

VISION

To live in a world that celebrates health, well-being and diversity.

MISSION

The Butterfly Foundation is dedicated to bringing about change to the culture, policy and practice in the prevention, treatment and support of those affected by eating disorders and negative body image.

VALUES

Compassion | Commitment | Collaboration | Initiative | Excellence | Integrity

OBJECTIVES

In using a collaborative approach to identify, build and facilitate strategic partnerships, to:

- Promote positive body image and associated healthy behaviours;
- Encourage hope and help-seeking through education and awareness;
- Advocate excellence and consistency in the culture of care and support for people with eating disorders, and encourage a better understanding of the complexities of eating disorders and the need for a compassionate, flexible and holistic response;
- Educate and connect the community, health providers, government and other support agencies to assist in excellence and consistency in the culture of care;
- Facilitate the development of effective models of prevention and care for people at risk of or with eating disorders;
- Operate a financially sustainable national foundation for future generations;
- Increase access for all people with lived experience of an eating disorder and carers in Australia to effective treatment and support; and
- Ensure that everyone in the Butterfly team feels recognised for their skills and experience, is fully engaged and supported in making their contributions and that the organisation is providing opportunities for professional growth and development.



1. Purpose of the Role

The primary purpose of the Marketing Coordinator is to assist the Marketing Manager with administrative and marketing support for Butterfly clinical, support and prevention services.

The role will include assisting with market, competitor and channel research, and developing marketing strategy, as well as reviewing, updating and entering information into current databases, the CRM, and assisting with email direct marketing and newsletters, event and sponsorship coordination and content for web and social media.

Reporting to the Marketing Manager, this position is part of the Communications and Engagement team.

2. Accountabilities & Responsibilities

Marketing:

- Assist in the development and maintenance of service & product plans;
- Assist with planning, development and measurement of marketing activities including but not limited to; Social Media platforms, the Butterfly Website, events and initiatives;
- Create or update mailing lists; generating, formatting and uploading content in line with Butterfly needs and brand guidelines;
- Maintain competitor database and ensure information is kept up to date;
- Maintain and update channel and referrer information;
- Conduct CRM (Customer Relationship Management) data reporting & leads reporting to enhance contact information trails;
- Compile product & service feedback as needed and recommend improvements where required;
- Undertake other marketing duties as required.

Administration:

- Co-ordinate conference sponsorships, and maintain list of potential conference sponsorships and speaking opportunities;
- Assist with implementation of CRM to improve referral database sign up, administration and marketing processes;
- Assist with referral database data entry, review and update of marketing contacts;
- Assist with monitoring and maintaining upcoming grant opportunities;
- Data analysis and reporting to help measure performance marketing activities;
- Undertake other administrative duties as required.

3. Selection Criteria

To be successful in this position, the post-holder will need to be able to demonstrate the essential qualifications, skills and knowledge listed below. In addition, the desirable skills, knowledge and behaviours listed will be beneficial to success in this position.

Essential:

- Qualifications: Degree level or higher qualifications in marketing or a related field;
- At least 2 years' in marketing or advertising services, including strong track record in supporting and implementing marketing and promotion strategies;
- Experience in marketing or communication services to a broad range of audiences;
- Strong administrative skills – includes updating client databases, reporting and data analysis on marketing campaigns;
- Excellent writing, editing, presentation and storytelling skills, with the ability to provide diverse writing samples, and to work across a range of mediums and platforms;
- Strong interpersonal skills – includes building effective relationships, positive interaction and effective problem solving;
- Proficient IT skills including experience in using desktop publishing programs, Campaign Monitor and other web analytic software;
- Familiarity with working with a CRM;
- Demonstrated ability to be thorough, methodical, accurate and organised with regard to record keeping, revision and update of documentation, database update and associated administrative tasks, with excellent attention to detail;
- Excellent time management and planning skills, with ability to be autonomous and self-manage your work schedule and priorities in order to meet deadlines;
- Demonstrated ability to work independently but also as part of a team;
- A basic understanding of what the terms 'positive body image' and 'healthy eating behaviours' mean, coupled with the ability to learn quickly;
- An interest in and understanding of mental health or the health and medical industry;

Desirable:

- Experience working in the mental health or health environment.
- Experience in a not-for-profit or charitable NGO environment.
- Flexibility to adjust to changing circumstances.
- Driven to continually extend own learning and development.
- The desire to make a difference.

4. Other Requirements

At all times:

- Conduct yourself in a professional manner.
- Be committed to the safety and well-being of all children and young people accessing our services to ensure a child-safe and child-friendly environment where all children are valued and feel safe.
- Strive to act in accordance with the vision, mission and objectives of Butterfly and to do all possible to assist Butterfly in achieving its aims.
- Follow Butterfly's policies and procedures.
- Follow/participate in occupational health and safety measures.

- Act considerately around the workplace and have regard for the well-being of fellow staff, volunteers and our service users.
- It is a requirement of all positions at Butterfly that the person has a Working with Children Check clearance (pass).
- It is a requirement that all clinically qualified employees submit proof of registration with a recognised professional body on commencement with Butterfly and undertake to keep Butterfly informed of any changes to their registration.
- All our clinical staff are expected to have the ability to eat in a healthy, relaxed, flexible manner in the company of others, and to model an appropriate relationship with food.

5. Diversity Statement

Butterfly acknowledges the Aboriginal and Torres Strait islander people as Australia's first people and traditional custodians.

Butterfly is committed to embracing diversity and welcomes all people irrespective of body type, ethnicity, lifestyle choice, faith, age, sexual orientation and gender identity.