

Position Description

Position Title: Marketing Coordinator

Reporting to	National Sales Manager
Liaises with internally	Managing Director, Administration, Workshop, Sales Specialists, Finance & Legal, People & Culture, QLD Office, WA Office, Engineering
Liaises with externally	Customers, Stakeholders
Purpose of the Position	The Marketing & Design Officer is responsible for all marketing strategies and activities within the Business. You will be responsible to create, develop, deliver, and measure the performance of all marketing collateral, including newsletters, both internal and external, social media, publications, website content and Brand management. You will be required to set design standards and guidelines, advocating for innovative human-centred design approaches. From time to time, you will be responsible for the development and implementation of events.
Behaviours/Values	<p>Respect – We value all people, opinions, abilities and qualities</p> <p>Quality – Do it Once; Do it Right</p> <p>Integrity – Trust our service, people and products</p> <p>Teamwork – Where Everyone Wins</p> <p>Transparency – Dealing honestly and fairly with everyone</p> <p>Customer Focus – Your happiness is our success</p>
Essential Criteria	<p>The Marketing Coordinator is required to have or be the following:</p> <ul style="list-style-type: none"> • A proactive self-starter who takes initiative and drives task forward independently • Qualification in Marketing, Communications, Business, or experience in similar role • Familiarity & strengthen our Brand with digital platforms (e.g., LinkedIn, Google Ads, Meta Business Suite, Google Analytics). • Adobe Creative Suite (Indesign, Illustrator, Photoshop), Microsoft Suite and Marketing software • Willingness to think creatively, be proactive and take initiative • Strong interpersonal and communications skills both verbal and written • Excellent work ethics with strong presentation skills and professional appearance • Creativity and commercial awareness • Organised, detail-oriented, and able to manage multiple priorities. • A proactive and problem-solving mindset with a collaborative approach – not afraid to roll up your sleeves and get the job done • Contributing to the implementation of marketing strategies • Solid understanding of Marketing principles.
Preferred Criteria	<ul style="list-style-type: none"> • A bachelor's degree in marketing, communications, business, administration, relevant field or proven years of experience in marketing • Solid knowledge of marketing techniques and principles • Experience in B@B Marketing and Sales highly regarded • Solid understanding of social media and web analytics • Competency in marketing software programs i.e. photoshop, Indesign, Illustrator etc
Key Performance Indicators	<ul style="list-style-type: none"> • Punctuality • Prioritising work in step with any issues that arise • Ability to complete an assigned task within the required time frame • High attention to detail • High level of communication with the staff and members of the Management Team • Compliance with all John Valves systems, standards, policies, and procedures • Strong organisational skills

Tasks and Responsibilities

For the Workplace

- Adhere to human resources policies including anti-discrimination, harassment, bullying and victimisation policies
- Adhere to workplace health and safety policies and proactively contribute to maintaining a safe and clean work environment
- Display a positive attitude and be an active member of the team
- Treat others with respect
- Follow direction provided by senior members of the team, where authorised

Key Responsibilities for the Role

Campaign Support & Coordination

- Assist in the development and execution of marketing materials across digital, print, and social media.
- Coordinate marketing calendars, timelines, and assets to ensure timely delivery.
- Liaise with agencies, freelancers, and other stakeholders to deliver campaign materials.
- Create and develop sales support materials as requested
- Proofread and review material content for accuracy and brand consistency.

Digital Marketing

- Schedule and publish social media content, monitor engagement and community feedback.
- Manage WordPress website updates to ensure accuracy and engaging content, photos, videos, as required
- Gather and interpret digital analytics reports (e.g., Google Analytics, LookerStudio) to support optimisation.
- Maintain a consistent brand identity across all channels, ensuring alignment with company values and tone to strengthen brand presence.

Brand & Content Management

- Ensure brand consistency across all marketing materials and touchpoints.
- Coordinate the development of marketing and internal collateral, brochures, and presentations.
- Assist with photography, video, and visual content production when required.

Administrative & Team Support

- Support the broader marketing and sales teams as needed.
- Produce internal communication materials for John Valves
- Other duties as required during the operation of the business.

Key Competencies

- Good verbal and written communication skills
- Ability to work cooperatively and respectfully with other from various backgrounds and cultures
- Flexible and adaptable with ability to problem solve and multi-task
- Ability to work un-supervised and under pressure
- Ability to work as a team & to lead by example
- Strong organisation skills, with ability to prioritise and follow through
- Foster a trusting, inclusive and mutually supportive environment and treat everyone with dignity, integrity and respect
- Contribute to a culture that promotes the safety and wellbeing of all employees.

Standard Management

- Strict compliance with all John Valves systems, standards, policies and procedures
- Promoting safety and risk management initiatives at all times
- Ensure activities meet with and integrate with organisational requirements for, expected workplace behaviours, quality management, health and safety, legal stipulations, environment policies and general duty of care
- Comply with Occupational Health and Safety standards in accordance with OH&S manual.

This Position Description is intended to describe the general nature and level of work that is to be performed by employees assigned to this job. It is not intended to be an exhaustive list of all responsibilities, duties and skills

required. Any elements of this Position Description may be changed at Company discretion and activities may be added, removed or amended at any time.

ACKNOWLEDGEMENT

I acknowledge the duties set out in the Position Description above and understand that the Position Description and duties may alter from time to time to suit the needs of the business.

Name:

Signature of Employee:

Date: