

Schedule 2 - Position Description

Marketing Coordinator Role

Purpose and Scope

The role is a Marketing Coordinator role within the Sales team in Medtech Limited. It reports to the GM Sales & Marketing.

The purpose of the role is to carry out marketing and communication activities for Medtech's external and internal customers using a range of technologies.

Salary Range

This position is full time (nominally 40 hours per week) and the salary offered will be commensurate with experience.

Key Result Areas

Key Result Areas or KRAs are the main functional tasks of the role on which your performance will be measured or assessed every six months.

Key Responsibilities	Outcome	Performance Measure
Coordinate marketing activities and policies to promote and drive market positioning of Medtech's software products and services.	Well researched/analysed marketing plans along with competitive differentiation	Marketing plans and feedback from manager
Assist in identifying, developing, and evaluating e-marketing initiatives & social media strategies	Execution of the marketing strategy that leads to an increase in leads; and sales	Increase customer engagement through the new avenues
Manage website amendments and improvements	The website is kept current and free of errors	360 Feedback
Coordinate promotional activities and conferences	Trade stands and conference participation is well organized ensuring that the company and its products are professionally represented at all times.	Feedback from customers and stakeholders; new leads generated from the event.
Assist in the direction of activities of external agencies.	External agencies are provided with concise and accurate briefs for work.	Budget/financial records for marketing activities and feedback from GM

Carry out market research studies, analyze and report on findings.	Market research is carried out continually and reports accurately reflects market locally and globally.	Ongoing documentation of Research reports and accuracy of analysis.
Drive leads and revenue through various channels	An increase in leads from various channels	Revenue generation targets are met
Brand management - maintain the company's corporate image and identity,	Collaterals are maintained ensuring adherence to brand standards/guidelines	Brand collaterals and feedback from GM
Ensure compliance with ISO and ISMS policies, service level agreements and procedures	All policies are implemented, and service standards are complied with	No non-compliance

Projects or Other Duties

Objective – To carry out other duties which may reasonably be required by the General Manager Sales & Marketing at his absolute discretion, from time to time in the course of Medtech’s business and which fit the role’s purpose as stated and for which the position holder is qualified.

Health and Safety

Objective: To ensure a safe and healthy working and learning environment is maintained at all times.

Key Responsibilities	Outcome	Performance Measure
Observe all Medtech Group’s safe work policies and procedures, and report hazards or accidents via health and safety registers as appropriate	Is familiar with health and safety policy of Medtech. Understands hazard identification and accident reporting protocols	Health and safety records, hazard and accident registers
Take responsibility for your own health and safety and ensure no action or inaction on your own part harms others in the workplace	Acts responsibly and follows Company policy and procedures for health and safety	Accident/incident register and hazard register

Person Specification

Part of what makes Medtech as successful as it is, are the highly motivated people who work here. An inspiration to your colleagues, you are a motivated professional with a proven record of success in delivering quality solutions for both internal and external customers. With a committed motivation to getting things done, you always place Medtech’s customers at the centre of everything you do.

Technical or Professional Knowledge and Experience

A relevant tertiary qualification in communications/marketing or a related discipline with demonstrable experience of minimum 1-2 years in a similar role, ideally within technology and/or health sector environment.

Skills and Experience

- 1-2 years of marketing experience.
- A degree in Marketing or higher.
- Proficient user of Photoshop, InDesign & Illustrator.
- Experience with Social Media Marketing

Demonstrable knowledge of the principles and methods for promoting and selling products or services, including marketing strategy and tactics; knowledge of the processes for providing customer and personal services and previous experience in carrying out customer needs assessments, meeting quality standards for services, and evaluation of customer satisfaction.

Advanced knowledge of media production, communication, and dissemination techniques and methods. This includes alternative ways to inform and entertain via written, oral, and visual media.

Skills and Abilities

These are the abilities, attributes and personal characteristics that the staff member will need to consistently display in order to achieve their Key Result Areas (KRAs) [that is, to do the job effectively]. These behaviours describe how someone does the job, whilst KRAs describe what is to be done.

Written Expression — The ability to communicate information and ideas in writing so others will understand.

Oral Expression — The ability to communicate information and ideas in speaking so others will understand.

Critical Thinking — Using logic and reasoning to identify the strengths and weaknesses of alternative solutions, conclusions or approaches to problems.

Originality — The ability to come up with unusual or clever ideas about a given topic or situation, or to develop creative ways to solve a problem.

Judgment and Decision Making — Considering the relative costs and benefits of potential actions to choose the most appropriate one.

Social Perceptiveness — Being aware of others' reactions and understanding why they react as they do.

Service Orientation — actively looking for ways to help people.