

# Marketing Coordinator

APPOINTED BY: Regional Management Team

Term: 2 years

VERSION DATE: March 2025

**POSITION SUMMARY:** The Marketing Coordinator is responsible for the marketing, promoting and public relations of the region. This role is part of the Regional Management Team.

## RESPONSIBILITIES:

- Manages and implements regional brand. Overseas brand redevelopment as required
- Develop a biannual marketing plan that provides marketing and public relations programmes that promote awareness of SANZ, regional events and products, membership growth and retention, and celebrate regional activity of SANZ choruses and quartets
- Considers opportunities to market beyond SANZ
- Contributes to website content as required
- Administers SANZ social media including Instagram. Facebook, including SANZ hub groups
- Oversees the Brand Designer in the design and manufacture of any regional pins, awards, certificates, promotional products, and any other relevant marketing/promotional material required
- Overseas convention marketing, including (in conjunction with marketing support people):
  - Convention logo design
  - Develop and implement a convention marketing plan
  - Provision of daily convention bulletins (as required)
  - Access from photographer, a digital copy of convention photos for Addaline publications and to upload to Dropbox/Google drive and SANZ website
  - Select winners' photos and send to SAI for Pitch Pipe
  - Support the convention team as required and participate in regional convention activities as requested by the Chair of the Regional Convention
- Appoints staff to assist in the implementation of her responsibilities.

## EACH REGIONAL MANAGEMENT TEAM MEMBER WILL:

- Attend all RMT meetings as required
- Have the ability to participate in online meetings
- Check and respond to emails regularly (within 5 working days)
- Submit regular progress reports to the Regional Management Team
- Provide budget information to the Regional Management Team (as required)
- Maintain effective contact with other regional and international personnel as appropriate to the role
- Recruit additional team members (possibly temporary) to assist with completing required activities in consultation with the RMT
- Maintain comprehensive records in a shared regional document repository (Dropbox/Google Drive)
- Create record of activities and their applicable deadlines and reminders that will be loaded into Teamwork by the Teamwork administrator, ensuring this is available for a successor to follow
- Contribute to, and implement her assignments from the region's long range Strategic Plan
- Assists in maintaining [sweetadelines.co.nz](http://sweetadelines.co.nz) to ensure it is up to date and maintain web pages that the Marketing Coordinator is responsible for (with support if needed) by passing these updates onto the Communications Coordinator
- Identify possible successors, train and provide assistance once appointed.

## POSITION EXPECTATIONS:

- Graphic design skills
- Be visionary and creative, an ideas person
- Strong organisational skills
- Effective verbal and written communication skills
- Ability to maintain confidentiality
- Problem-solving and decision-making skills
- Ability to manage deadlines
- Ability to work independently and as a member of a team
- Personal presentation appropriate to a regional representative
- Ability to attend regional events; some travel is expected.

Note: not all marketing people have graphic design skills and this aspect can be outsourced to someone else in the region who has graphic design skills if this is appropriate.

*Each RMT Coordinator is expected to manage her own workload, help others and/or request help when needed from others in the team. Team decisions are made by consensus, and the Team Coordinator takes responsibility for managing the overall decision-making process. The Team Coordinator is expected to monitor overall progress of projects, and identify if there is a need for temporary assistance for a team member, and/or for matters that may include workload, skills, knowledge gaps and team fit.*

*Roles can sometimes overlap and RMT Coordinators are often working on the same project at the same time. Coordinators are expected to manage projects through Teamwork, which gives task visibility to all project team members and provides the Team Coordinator with an overview of all activities.*

*The [RMT handbook](#) is available on the International website for reference for all RMT personnel.*