



## **MARKETING CO-ORDINATOR POSITION DESCRIPTION**

The Royal Historical Society of Victoria is looking for a part-time marketing co-ordinator to work two days per week from our 1938 heritage-listed home on Flagstaff Gardens and a short stroll from Queen Victoria Market. This position is currently funded for one year. We, of course, hope that it will continue after that but it is not guaranteed at this stage.

**If you are a tech-savvy marketing professional looking for a part-time position we would like to meet you.**

### **WHO ARE WE AND WHAT DO WE DO?**

We are a membership-based organisation (1,000 members) of history enthusiasts and other historical societies across Victoria. We focus on the history of Victoria and have, since our inception in 1909, built up an enviable collection of manuscripts, objects, photographs, maps and books. We have a large public program of events; we run the History Victoria Bookshop, various small grant programs, the Victorian Community History Awards and History Week; we publish books and journals; we are a strong, well-respected and fearless advocate on heritage issues and we are a history research facility.

We are a not-for-profit with charitable and deductible gift-recipient status. We are a small organisation which punches above its weight.

### **THE POSITION**

This is a new position so you will be creating the job as you go. We have a new CRM, Zoho, where we have only scratched the surface with its capabilities – especially regarding marketing. We also have a new website which you can check out: [historyvictoria.org.au](http://historyvictoria.org.au). Once again, the new website has capabilities which we would like to maximise.

We are looking for someone who, as well as having traditional direct marketing skills, will ramp up our social media presence and marketing capabilities.

You will be responsible to, and work closely with, the Executive Officer.

### **THE JOB INCLUDES (but is not limited to) THE FOLLOWING:**

- Prepare simple marketing and advertising strategies, plans, and objectives;
- Create and implement marketing and advertising campaigns;
- Create original & engaging text, image and video content for digital and print media which sustains readers' curiosity and creates buzz;

- Suggest and implement creative ways to attract more customers and promote our brand; Ultimately, you should be able to increase web traffic and customer engagement metrics aligned with broader marketing strategies;
- Design, grow and maintain marketing database;
- Measure digital traffic and monitor SEO;
- Manage our social media interface including
  - Stay up-to-date with changes in social platforms ensuring maximum effectiveness;
  - Train co-workers to use social media in a cohesive and beneficial way;
  - Facilitate online conversations with customers and respond to queries;
  - Report on online reviews and feedback from customers and fans;
  - Develop an optimal posting schedule, considering web traffic and customer engagement metrics;
- Delegate tasks to co-workers and our large volunteer workforce;
- Keep promotional materials ready by coordinating requirements with designers and inventorying stock;
- Monitor budgets;
- Update job knowledge by participating in professional development opportunities and reading trade publications.

#### **WHAT YOU WILL BE ABLE TO OFFER US:**

- Proven work experience as a marketing coordinator
- Expertise in social media platforms, especially Facebook
- In-depth knowledge of SEO, keyword research and Google Analytics
- Ability to deliver creative content (text, image and video)
- Familiarity with online marketing strategies and marketing channels
- Ability to grasp future trends in digital technologies and to act proactively
- Excellent communication skills
- Multitasking and analytical skills
- Ability to delegate

#### **APPLICATIONS CLOSE:**

5pm Thursday 28 March, 2019

#### **QUERIES AND APPLICATIONS SHOULD BE DIRECTED TO:**

Rosemary Cameron

Executive Officer

[Executive.officer@historyvictoria.org.au](mailto:Executive.officer@historyvictoria.org.au)

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***Please send your curriculum vitae with a covering letter relating your experience to that which the RHSV is seeking. A curriculum vitae without such a covering letter will not be considered.***