SMITH and THOMAS
FINANCIAL and BUSINESS SERVICES

POSITION TITLE: Graduate Marketing Coordinator
REPORTS TO: Principal Marketing Officer
ROLE PURPOSE: The role exists to provide assistance to the Principal Marketing Officer in relation to marketing and communications functions.

DUTIES (and approximate time allocation)

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<tbody>
<tr>
<td>1</td>
<td>Preparation of internal newsletters</td>
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<tr>
<td>2</td>
<td>Assisting with corporate functions and events</td>
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<td>3</td>
<td>Editing of corporate product and service promotional material</td>
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<td>4</td>
<td>Monitoring of media articles in the financial and business industry sectors</td>
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<td>5</td>
<td>Assisting in preparation and coordination of customer surveys</td>
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<td>6</td>
<td>Assisting in planning and organising of direct marketing campaigns</td>
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<td>7</td>
<td>Managing the marketing database</td>
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SELECTION CRITERIA – EDUCATION:
Essential:
- Currently completing second or third year of a Commerce degree with a Marketing major

SELECTION CRITERIA - KNOWLEDGE & SKILLS:
Essential:
- Demonstrated interpersonal and communication skills (verbal & written), with the ability to prepare and edit a range of corporate publications
- Knowledge of market research techniques
- Sound understanding of marketing principles and practices
- Ability to think creatively and develop innovative ideas and activities
- Strong organisational skills with the ability to manage conflicting priorities in a high pressure environment
• High level of motivation, enthusiasm and commitment
• Ability to work as part of a team
• High level of proficiency with Microsoft Office programs particularly Excel and Word

Desirable:
• Ability to use desktop publishing programs such as InDesign, Quark Express, Illustrator or similar
• Ability to use various research techniques
• Event coordination skills
• Website management skills

Note:
• Your application must include a covering letter, resume and separate document addressing how you meet each criteria
• Visit the Careers Service website before writing your application for tips on application writing and preparing for an interview
• For more information about Smith and Thomas Commercial read their company profile