

Job Description

Marketing Coordinator

The purpose of this role is to support the delivery of marketing activity across New Zealand and Australia through effective marketing coordination and campaign support.

The role also provides broad coordination and operational support across the Marketing and Communications function, including marketing, events, content, product, projects, customer communications, reporting and business processes, helping to ensure marketing activities and wider team priorities are delivered effectively and efficiently.

This role takes ownership of assigned projects and activities, identifies opportunities for improvement and contributes to the success of the wider Marketing and Communications function.

Business Unit: Sales, Marketing and Communications
Department/Team: Marketing
Budget: No
Reports To: Head of Marketing
Direct Reports: No

Our Culture, Our Values, and Our Shared Promise

At Summerset, it's the passion and dedication of our people that bring our villages to life. Across all our roles, we work together as one team to create the best possible life for our residents. Our vibrant culture is grounded in our values and shaped by what our people have told us they value most about working here.

Our values: One Team + Strive to be the best + Strong enough to care = ***Bringing the best of life.***
B.I.I.G promises you can expect to receive in return for your hard work and commitment to Summerset:

BELONG You will belong to a supportive team dedicated to creating vibrant villages & communities.	**IMPACT** You will make a meaningful difference in the lives of our residents, giving them a fulfilling & comfortable future.
INCLUSION You will be valued for your unique skills, talents & background.	**GROWTH** You will join a leader in a growing industry. As we grow, you can grow with us.

Leadership Capabilities

Whether you're leading yourself, leading a team, or leading the organisation, the Summerset Leadership Framework describes that behaviours that make us a high-performing and thriving organisation.

LEADING INCLUSION We lead with respect and kindness, support each other through challenges, and foster inclusive, trusting environments.	**LEADING GROWTH** We seek feedback to grow, own our career journeys, and embrace change as a catalyst for learning and improvement.
LEADING IMPACT We work with purpose, plan and collaborate to deliver, and continuously seek better ways to innovate and improve.	**LEADING FOR SAFETY** We strive to lead safe people, safe places and safe systems, to protect our people and contractors, our residents, and our visitors from harm.

Contributions and Key Responsibilities

These are the key activities you'll be responsible for in this role.

Marketing Coordination & Campaign Support

- Provide marketing coordination and support ensuring the successful delivery of marketing activity across New Zealand and Australia.
- Support campaign, content, customer communication and event activity as required.
- Oversee, coordinate and collaborate with internal stakeholders and external suppliers for collateral updates, reprints and production.
- Write, proofread and review marketing materials to ensure accuracy and brand consistency.
- Take ownership of assigned projects and activities and proactively identify opportunities for improvement.
- Support the campaign marketing team with campaign and event activity, including web updates, event management and content
- Support the development and management of product marketing assets for sales, by coordinating and liaising with external suppliers to place orders and manage subscriptions

Collateral & Supplier Coordination

- Oversee and manage collateral stock levels and coordinate reprinting requirements.
- Liaise with designers, printers, suppliers and external agencies to support marketing delivery.
- Collect and distribute daily competitor insights to Marketing LT and maintain marketing activity records.
- Coordinate the distribution of marketing materials across the business
- Ensure consistency and quality are maintained across marketing assets and resources.

Marketing Operational Support

- Support Marketing Leadership Team and the wider Marketing and Communications team with day-to-day marketing and comms activities and projects.
- Coordinate weekly and monthly online research for village visits and move in surveys, running the online surveys, responses and reporting end-to-end.
- Manage maintenance of filing systems, manuals, templates and Marketing and Communications team resources.
- Manage shared Marketing and Communications inboxes and ensure enquiries are responded to or directed appropriately.
- Manage online collateral, signage and merchandise orders.
- Contribute to continuous improvement initiatives that streamline processes and improve team effectiveness.

Database & Reporting Coordination

- Manage the daily upload and maintenance of prospect and resident information within approved systems.
- Coordinate lead data transfers with external suppliers and ensure data accuracy.
- Maintain customer database integrity through ongoing updates and administration.
- Support reporting requirements including 0800 channel performance reporting and other marketing metrics.
- Assist with the collection, maintenance and reporting of marketing and customer information.

Team Contribution & Continuous Improvement

- Demonstrate initiative and identify opportunities to improve existing processes and ways of working.
- Support cross-functional projects and business initiatives as required.
- Undertake other duties consistent with the purpose and level of the role.
- Identify and implement opportunities to improve processes, streamline ways of working and enhance team effectiveness

Financial Systems Coordination

- Manage purchase orders and invoice processing for marketing activities across New Zealand and Australia.
- Establish supplier records and coordinate payments with external providers.
- Process, track, and monitor expenditure using financial systems.
- Ensure accurate financial record-keeping and cost allocation.
  Investigate and resolve invoice discrepancies and payment issues.

Experience, Attributes and Qualifications

- 2-4 years' experience in marketing coordination roles.
- Qualification or equivalent experience in business, marketing or a related discipline.
- Experience using financial systems to manage purchase orders, invoices, and expenditure tracking.
- Experience maintaining customer information, databases, and business records.
- Advanced Microsoft Office skills.
- Strong organisational and administrative capability.
- Excellent communication and relationship management skills.
- Strong attention to detail and commitment to accuracy.
- Ability to manage multiple priorities and meet deadlines.
- Demonstrated initiative and problem-solving capability.
- Ability to work effectively across teams and with a wide range of stakeholders.
- Positive, proactive approach and willingness to learn and develop new skills.

This job description provides an overview of the responsibilities and outcomes of the role. You may be required to perform job related tasks other than those specified.

