

## Position Description

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| <b>Position</b>     | <b>Marketing Co-Ordinator</b>                                     |
| <b>Reporting to</b> | Growth & Business Development Marketing Manager                   |
| <b>Division</b>     | Engagement, Growth & Experience                                   |
| <b>FTE</b>          | Full Time, Permanent                                              |
| <b>Location</b>     | Footscray or Lidcombe (Hybrid – 2 days WFH, 3 set days in-office) |

### Organisation

MS Plus is a trusted partner and quality provider of allied health, specialist employment, supported accommodation, wellbeing programs, and tailored advice for people living with MS and a wide range of neurological conditions — including Parkinson's, Epilepsy, Stroke, Muscular Dystrophy, Motor Neurone Disease and Dementia.

With almost 70 years of expertise, we have walked alongside thousands of people and families, helping them not just manage, but truly live well. While our foundation is in MS, today we are recognised as experts and partners in supporting people across many neurological conditions — offering specialist employment pathways, high-quality disability accommodation, and vibrant wellbeing centres that bring people together in safe and supportive spaces.

Recognising the growing need for healthy ageing and quality in-home care, we proudly welcomed *Care For You at Home* into the MS Plus family — extending our services to older Australians who want to live independently with confidence and dignity.

Everything we do is grounded in a simple belief: together, we can break down barriers, achieve goals and create lives filled with possibility — no matter the condition or age.

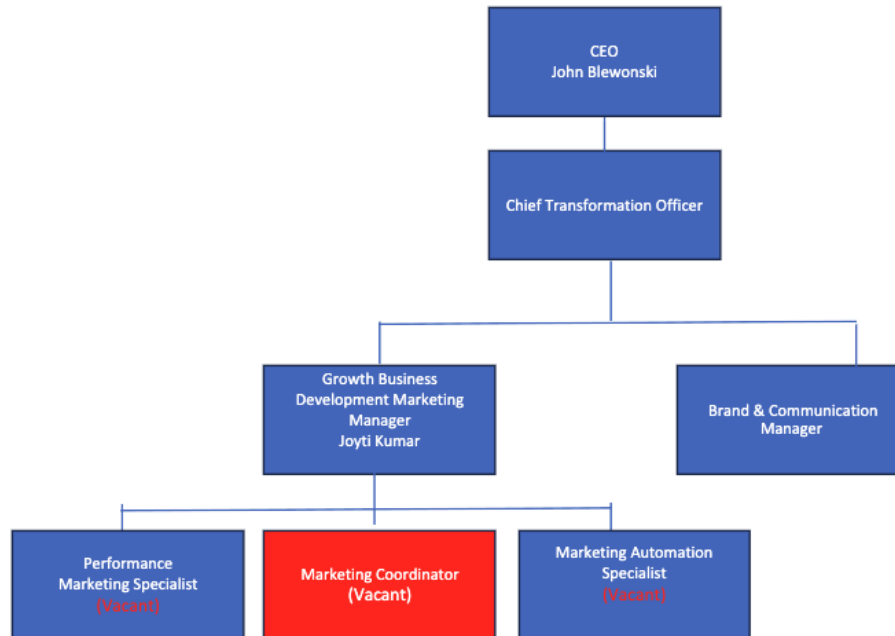
As one of Australia's leading not-for-profits, we also invest in the future. Through tireless fundraising and a commitment to relationships, we fund MS Australia's world-class research into the causes, treatments and — ultimately — the cure for MS.

### Role Purpose

The Marketing Coordinator supports the planning and delivery of a wide range of marketing activities across digital and traditional channels. This role is responsible for content creation, managing organic social media posts, community engagement, Google Reviews management, marketing collateral coordination, media management, shared marketing inbox coordination and triaging, local area marketing initiatives, talent research and a variety of administrative tasks.

The Marketing Coordinator also supports performance marketing initiatives across MS services, assists with reporting against team KPIs and provides general marketing support through ad hoc projects and campaigns to help achieve organisational objectives while maintaining a consistent, engaging and impactful brand presence.

## Team structure



## Key Responsibilities

- Coordinate the delivery of marketing activities across digital and traditional channels.
- Create engaging content for social media, website, email and other marketing platforms.
- Schedule and manage organic social media content and community engagement.
- Monitor and respond to Google Reviews
- Coordinate and maintain marketing collateral, ensuring materials are current, monitoring stock levels and prompt reprints as required.
- Support media coordination, including advertising bookings and supplier liaison.
- Manage and triage the shared marketing inboxes, responding to enquiries and allocating requests as required.
- Assist with local area marketing initiatives to support organisational services, fundraising and events.
- Obtain social talent and market research to support campaigns and strategic initiatives (Micro influencers, user generated content).
- Support the delivery of performance marketing campaigns across MS Plus & its brands.
- Assist with campaign reporting, tracking performance and reporting against team KPIs.
- Maintain marketing assets, databases and administrative records.
- Liaise with internal stakeholders and external suppliers to coordinate marketing activities.
- Provide administrative support to the marketing team, including campaign coordination, project tracking and ad hoc marketing tasks.
- Ensure all marketing activities align with organisational branding, policies, and objectives.

| Key focus area | Success factors                                                                                                                                                                 |
|----------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Collaboration  | <ul style="list-style-type: none"> <li>• Collaborate with internal stakeholders to understand marketing needs and ensure timely delivery of campaigns and materials.</li> </ul> |

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|                                              | <ul style="list-style-type: none"> <li>• Partner with external suppliers, agencies and vendors to coordinate production and delivery of marketing assets.</li> <li>• Support cross-functional teamwork by sharing updates, insights and campaign progress with relevant stakeholders.</li> </ul>                                                                                                                                                                                   |
| <b>Key focus area</b>                        | <b>Success factors</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                             |
| <b>Content Creation &amp; Social Media</b>   | <ul style="list-style-type: none"> <li>• Develop engaging, on-brand content for social media, websites and marketing collateral that supports campaign objectives.</li> <li>• Schedule and manage organic social media content while monitoring community engagement and responding to enquiries in line with brand guidelines.</li> </ul>                                                                                                                                         |
| <b>Key focus area</b>                        | <b>Success factors</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                             |
| <b>Community &amp; Local Area Engagement</b> | <ul style="list-style-type: none"> <li>• Monitor and respond to online reviews, social media interactions and shared marketing enquiries to maintain a positive customer experience.</li> <li>• Coordinate brand collateral, promotional materials and marketing assets to ensure consistency across all channels.</li> <li>• Support the planning and delivery of local area marketing initiatives that increase awareness and engagement within targeted communities.</li> </ul> |
| <b>Key focus area</b>                        | <b>Success factors</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                             |
| <b>Administration &amp; Coordination</b>     | <ul style="list-style-type: none"> <li>• Coordinate the shared marketing inbox, triaging requests and ensuring timely responses and allocation of work.</li> <li>• Provide administrative and project support across the Engagement Growth &amp; Experience Team managing competing priorities while maintaining accuracy and attention to detail.</li> </ul>                                                                                                                      |
| <b>Key focus area</b>                        | <b>Success factors</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                             |
| <b>Stakeholder Relationships</b>             | <ul style="list-style-type: none"> <li>• Build positive relationships with internal teams, suppliers and external partners to support effective campaign delivery and meet deadlines.</li> <li>• Coordinate talent research, identify media opportunities and marketing requests to enhance organisational visibility and engagement.</li> </ul>                                                                                                                                   |

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| <b>Approval authority:</b> Executive Manager, People Culture Quality | <b>Next review:</b> February 2027            |
| <b>Date approved:</b>                                                | <b>Key author:</b> People Culture Quality    |
| <b>Version:</b> 1                                                    | <b>Business Unit:</b> People Culture Quality |

| Qualifications/Work Experience       |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |
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| Essential                            | <ul style="list-style-type: none"> <li>• 2–3 years' experience in a marketing, digital marketing, or digital project coordination role.</li> <li>• Experience supporting the delivery of multi-channel marketing campaigns, with exposure to fast paced environment.</li> <li>• Experience assisting with working within social media platforms, Meta Business Suite, LinkedIn, YouTube.</li> <li>• Experience supporting the development and maintenance of landing pages or digital content designed to improve engagement and conversion.</li> <li>• Fundamental understanding of key digital marketing principles including SEM, SEO/AEO, and CRO.</li> <li>• Exposure to website management or content updates using CMS platforms. Preferably Craft, WordPress and Funrasin.</li> <li>• Experience using digital analytics and reporting tools such as Google Analytics, Google Tag Manager and Google Search Console.</li> <li>• Strong organisational and coordination skills, with experience managing multiple tasks, priorities, and deadlines in a fast-paced environment.</li> <li>• Strong stakeholder engagement skills, with the ability to support collaboration across internal teams and external suppliers.</li> </ul> |
| Desirable                            | <ul style="list-style-type: none"> <li>• Experience in performance marketing support, including fundraising, events, or service-based campaigns.</li> <li>• Experience working with CRM systems, email marketing platforms, or content management systems.</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |
| Knowledge and Key Selection Criteria |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |
| Essential                            | <ul style="list-style-type: none"> <li>• Demonstrated experience supporting multi-channel marketing campaigns in a fast-paced environment.</li> <li>• Experience creating, scheduling and managing digital content across social media, websites, and email platforms.</li> <li>• Understanding core digital marketing principles including SEM, SEO/AEO and CRO, with exposure to performance marketing support.</li> <li>• Experience supporting campaign reporting and KPI tracking.</li> <li>• Strong stakeholder engagement skills with experience collaborating across internal teams and external suppliers.</li> <li>• Highly developed organisational skills with the ability to manage multiple priorities, deadlines, and administrative marketing tasks.</li> <li>• Experience working with CMS platforms (e.g. WordPress, Craft) and supporting website or landing page updates.</li> </ul>                                                                                                                                                                                                                                                                                                                                   |
| Key Competencies                     |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |
| Key Focus Area                       | Demonstrated competency                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |

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| <b>Reflective Practice</b>            | <ul style="list-style-type: none"> <li>Regularly reflect on marketing activities and campaign outcomes to identify learnings, improve effectiveness, and inform future work.</li> <li>Actively seek feedback from stakeholders and team members to continuously refine processes, content, and delivery approaches.</li> </ul>                                                 |
| <b>Time Management</b>                | <ul style="list-style-type: none"> <li>Effectively manage competing priorities and deadlines to ensure timely delivery of marketing activities across multiple channels.</li> <li>Plan and organise workload proactively, using strong time management skills to support consistent and reliable campaign execution.</li> </ul>                                                |
| <b>Written and Oral Communication</b> | <ul style="list-style-type: none"> <li>Demonstrates clear and effective written communication skills, producing engaging, compliant and accurate content across all channels.</li> <li>Communicates confidently and professionally in verbal interactions with internal stakeholders, external partners and team members to support collaboration and coordination.</li> </ul> |
| <b>Knowledge of Community</b>         | <ul style="list-style-type: none"> <li>Maintains awareness of the services, programs and supports available through MS Plus and the broader community sector.</li> <li>Recognises the importance of accessibility, inclusion and person-centred approaches in all interactions and digital experiences.</li> </ul>                                                             |
| <b>Personal Attributes</b>            |                                                                                                                                                                                                                                                                                                                                                                                |
| <b>Client Focused</b>                 | <ul style="list-style-type: none"> <li>Understands the needs of clients, supporters, donors and referrers.</li> <li>Places customer experience at the centre of decision making.</li> <li>Demonstrates empathy and responsiveness.</li> </ul>                                                                                                                                  |
| <b>Collaborative</b>                  | <ul style="list-style-type: none"> <li>Builds positive working relationships.</li> <li>Supports colleagues and contributes to team success.</li> <li>Values diverse perspectives and ideas.</li> </ul>                                                                                                                                                                         |
| <b>Creative and Innovative</b>        | <ul style="list-style-type: none"> <li>Seeks innovative approaches to improve outcomes.</li> <li>Embrace innovation and continuous improvement.</li> <li>Maintains curiosity regarding emerging digital technologies and AI developments.</li> </ul>                                                                                                                           |
| <b>Analytical</b>                     | <ul style="list-style-type: none"> <li>Strong attention to detail.</li> <li>Use evidence and insights to guide decisions.</li> <li>Comfortable working with data, reporting and performance metrics.</li> </ul>                                                                                                                                                                |
| <b>Determined</b>                     | <ul style="list-style-type: none"> <li>Demonstrates resilience and persistence.</li> <li>Take ownership and accountability for outcomes.</li> <li>Maintains focus under pressure and changing priorities.</li> </ul>                                                                                                                                                           |

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## Employment Screening

Appointments within MS Plus are subject to the satisfactory completion of a police check (All), a Working with Vulnerable People check (WWVP) ACT & Tasmania, a NDIS National Worker Screening Check (NDISWC) and/or a Working with Children check (WWCC) where applicable to the role; plus character/performance reference checks. In some roles, work may not be attended if the required screening employment checks have not been completed/cleared.

Appointees whose role requires an NDISWC and/or a WWCC must provide a successful/cleared check if they already have one or apply for one on appointment. Costs associated with these checks are the responsibility of the appointee.

All appointments are subject to the disclosure of any relevant employment history of formal disciplinary action for improper or unprofessional conduct taken by current or previous employers or any other integrity body within or outside Australia.

### Required screening

|                                     |                              |                                     |                            |
|-------------------------------------|------------------------------|-------------------------------------|----------------------------|
| <input checked="" type="checkbox"/> | Police Check                 | <input type="checkbox"/>            | International Police Check |
| <input type="checkbox"/>            | WWVP (ACT/TAS)               | <input checked="" type="checkbox"/> | WWCC                       |
| <input checked="" type="checkbox"/> | Right to work in Australia   | <input checked="" type="checkbox"/> | NDISWC                     |
| <input type="checkbox"/>            | Relevant vaccination records | <input type="checkbox"/>            | Other                      |

### Acknowledgment

I accept this position description as detailed above and understand that it may be reviewed regularly and may need to be amended occasionally due to variations in responsibilities and organisational requirements.

I have been made aware how to access MS Plus policies and procedures for future reference.

I am aware that should I be in any doubt about the interpretation of a policy or procedure I should consult my immediate Manager or a People Culture & Quality representative.

*Signed*  
*Employee*  
*Date*

*Signed*  
*Manager*  
*Date*

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