

MARKETING COORDINATOR (LOTTERY)

FULL TIME POSITION – FIXED TERM MATERNITY BACKFILL

- Join a dynamic team in a renowned community-focused organisation
- An environment that embraces collaboration, accountability and teamwork
- Every day will present a new opportunity for growth



WHO WE ARE & WHAT WE DO

St John Ambulance SA provides Health and Medical Services for many of South Australia's largest venues, such as Adelaide Oval, Adelaide Entertainment Centre, and Adelaide Showground. It is also the chosen provider for many major events on the SA calendar, including Schoolies Festival, Adelaide 500, and WOMAD.

For over 140 years, St John Ambulance SA has supported the South Australia community to help save lives and build community resilience to improve the safety and healthcare for all South Australians. In addition to Health & Medical Services, St John Ambulance SA also provides community care, delivers nationally accredited first aid training, and is the largest provider of first aid products and equipment.

OUR OPPORTUNITY

St John Ambulance SA is seeking a passionate and knowledgeable Marketing Coordinator within our Lottery team to develop marketing, media and communications content and implement lottery campaigns across various platforms and media to maximise audience reach and engagement.

Duties will include, but aren't limited to:

- Assisting with the development and implementation of marketing and communications strategies
- Developing key messaging and campaign copy across all platforms
- Participating in development of, and distribution of, direct marketing materials through appropriate channels
- Liaising with appropriate agencies to support the development of advertising creative production, public relations, collateral design, website development and call centre strategy
- Ensuring brand and style guide compliance within lottery campaigns
- Communicating with lottery licence suppliers, legal representatives and prize winners
- Managing digital media and social media campaigns
- Reporting on campaign analytics
- Supporting the execution of Carols by Candlelight

TO BE SUCCESSFUL

The successful applicant will:

- Have previous experience in a marketing coordinator (or similar) role within a fast-paced environment (essential)
- Have previous experience with Adobe Creative Suite, social media management platforms and electronic direct mail platforms (essential)
- Possess highly developed written skills, strong problem-solving capabilities and demonstrated ability to work independently and take ownership
- Possess excellent time management skills including the ability to establish priorities manage multiple tasks and stakeholders at a given time

- Possess excellent communication skills with the ability to deal with a diverse range of people
- Have the ability to build and maintain positive working relationships with a range of stakeholders
- Have excellent communication and interpersonal skills with the ability to deal with a diverse range of people
- Be a highly motivated individual who takes initiative to identify and seize opportunities
- Qualifications in marketing/communications or related fields will be highly regarded
- Current South Australian Driver's License is required

Please note some out of hours work and intrastate travel may be required.

HOW TO APPLY

Do you think you would be perfect for this role? We invite you to apply online via the [Seek advertisement](#), with your resume and cover letter detailing your suitability for the role. If you have any questions about the role, please direct them to the Lottery Manager Kate Fitzpatrick at Kate.Fitzpatrick@stjohnsa.com.au.

St John SA values diversity in the workplace and is an equal opportunity employer. Employment is dependent upon a Criminal History check that St John finds satisfactory, a valid and current Working with Children Check, COVID vaccination certificate and you must provide evidence of the right to work in Australia.

St John Ambulance Australia SA Ltd

ST JOHN AMBULANCE AUSTRALIA SA LTD

ABN 42 947 425 570

ACN 667 428 168

Head Office South Australia

85 Edmund Avenue Unley

South Australia 5061

T: 1300 78 5646

F: 08 8306 6995

W: stjohnsa.com.au

Job and Person Specification



Position Title:	Marketing Coordinator (Lottery)
Department / Function:	Lottery
Reports to:	Lottery Manager
Award	Common Law
Classification – Grade:	N/A

About St John Ambulance South Australia

St John SA's vision is to create a safe, supported, engaged and resilient South Australian community.

Our mission is to ensure the wellbeing of all South Australians is improved through St John SA's delivery of innovative, client centred, and evidence based health, community and educational products and services. All of our work is underpinned by a professional network of volunteers and staff.

Our work in local communities encompasses health services, social connection programs, youth programs, first aid training and product sales, and supporting people during times of disaster – including bushfires and floods.

St John SA acknowledges and pays respect to Australia's Aboriginal and Torres Strait Islander Peoples, the traditional custodians of the lands, waterways and skies across Australia.

OUR VALUES



Position Summary and Requirements

The Marketing Coordinator (Lottery), in consultation with the Lottery Manager will be responsible for marketing collateral production, digital campaign implementation and coordination, administrative support and coordination of key Lottery activities. The Marketing Coordinator (Lottery) will participate in the creation and implementation of marketing campaigns across various platforms and media to maximise audience reach and engagement. The Marketing Coordinator (Lottery) will work closely with internal and external stakeholders including advertising agencies, media organisations, regulatory bodies and suppliers to create a positive and collaborative outcomes in relation to all lottery programs.

Key Relationships

Number of Direct Reports:	• Nil
Key Internal Relationships:	• St John Lottery team • Direct manager and other senior managers

	<ul style="list-style-type: none"> • Staff and volunteers
Key External Relationships:	<ul style="list-style-type: none"> • Media agencies • Existing and future suppliers • Existing and future sponsors • External stakeholders - governing bodies and committees

Key Accountabilities	Key Tasks
Procurement and distribution of prize pool assets	<p>In consultation with the Lottery Manager assist in:</p> <ul style="list-style-type: none"> • Developing marketing assets from material provided by prize suppliers • Ensuring compliance with branding guidelines of prize suppliers • Communicating with lottery licence suppliers, prize suppliers, legal representatives and prize winners
Media and advertising material management	<p>As it relates to St John Lotteries:</p> <ul style="list-style-type: none"> • Assisting with the development and implementation of marketing and communications strategies • Developing key messaging and campaign copy across all platforms • Participating in development of, and distribution of, direct marketing materials through appropriate channels • Liaising with appropriate agencies to support the development of advertising creative production, public relations, collateral design, website development and call centre strategy • Ensuring brand and style guide compliance within lottery campaigns • Managing digital media and social media campaigns • Reporting on campaign analytics • Supporting the execution of Carols by Candlelight
Call centre liaison	<p>In consultation with the Lottery Manager assist in:</p> <ul style="list-style-type: none"> • Manage internal and external communications within the designated call centre • Attend meetings as required with call centre staff and management • Build and maintain a positive relationship with call centre management • Assist in developing call centre scripts in relation to lottery properties • Report on call centre activities to Lottery Manager
Stakeholder management	<ul style="list-style-type: none"> • Monitor campaign KPIs and provide reports to the Lottery Manager, and other internal stakeholders as required
Lottery compliance	<p>In conjunction with the Lottery Manager assist in:</p> <ul style="list-style-type: none"> • Working with regulatory bodies to obtain lottery licensing and ensure compliance • Liaise with department heads across the organisation to ensure compliance in all communications - internal and external • Create internal and external reporting on lottery activities
Workplace Health & Safety	<ul style="list-style-type: none"> • Proactively address safety and child protection matters • Maintain current First Aid Certificate • Ensure work station is kept safe and tidy • Undertake work station self-assessment on an annual basis

	<ul style="list-style-type: none"> Follow safe and healthy work practices at all times, including reporting of hazards and incidents immediately, and referring WHS issues and requirements to managers
--	--

Knowledge, Experience and Capabilities

- Previous experience in a marketing coordinator (or similar) role within a fast-paced environment (essential)
- Previous experience with Adobe Creative Suite, social media management platforms and electronic direct mail platforms (essential)
- Highly developed written skills, strong problem-solving capabilities and demonstrated ability to work independently and take ownership
- Excellent time management skills including the ability to establish priorities manage multiple tasks and stakeholders at a given time
- Excellent communication skills with the ability to deal with a diverse range of people
- The ability to build and maintain positive working relationships with a range of stakeholders
- Excellent communication and interpersonal skills with the ability to deal with a diverse range of people
- Be a highly motivated individual who takes initiative to identify and seize opportunities
- Qualifications in marketing/communications or related fields will be highly regarded
- Current South Australian Driver's License is required

Personal Attributes

Communication

- Uses appropriate styles and methods/mediums for the particular audience
- Uses positive and inclusive communication techniques
- Gathers and disseminates information appropriate for the team
- Messages delivered are clear and articulate
- Influence and negotiate effectively

Team Work

- Actively promotes the St John values and positive culture
- Participate and contributes to the development and success of the team
- Values contributing to teamwork in order to achieve goals
- Foster a team environment, welcoming co-operation and collaboration

Self-Management

- Able to prioritise own work tasks appropriately
- Negotiates with managers and peers in order to achieve goals
- Self-motivated, organised and displays strong business acumen

Qualifications

- Qualifications in marketing/communications/commerce or related fields will be highly regarded

Essential requirements

- Current South Australian Driver's License.
- The position is based at the Hutt Street, Adelaide office, but the incumbent must be prepared to relocate within St John SA should the need arise.
- Some out of hours work and intrastate travel may be required.

- Current National Police Certificate and Working With Children Check, both of which are acceptable to St John SA, prior to the commencement of employment. Continued employment is subject to the maintenance of satisfactory checks.
- Child Safe Environments training within the first six months of employment.
- Must abide by all St John SA policies and procedures, and other reasonable and lawful management directions.