

MARKETING AND KNOWLEDGE COORDINATOR

Role Overview

THE POSITION

Your primary focus is to assist with building our **BRAND** through the development of our profile and pursuit of industry intelligence through:

LEADERSHIP	Display initiative and enthusiasm
CULTURE	Operate in a manner that is aligned to the RobertsDay Vision and Values
EXCELLENCE	Assist with brand development and promote RobertsDay as a first tier urban design and planning practice and leading research organisation
SERVICE:	Provide quality responsive service to our staff and clients
DELIVERY	Assist the Portfolio Leaders to deliver the Marketing and Research and Development initiatives contained within the adopted Strategic Plan
CONTROL	Assist with delivery of Portfolio outcomes in accordance with adopted Portfolio Business Plan's and associated budgets
INNOVATION	Assist Portfolio Leaders to ensure we are a knowledge driven organisation leading the market with key intelligence and next practice
SYSTEMS	Operate within established systems to ensure efficiency and consistency across RobertsDay

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Specific Responsibilities

Brand and Profile

- Coordinate, review and manage all RobertsDay marketing collateral
- Create and maintain database to record all marketing collateral
- Ensure branding, styling and images are consistent in all RobertsDay marketing collateral
- Maintain the RobertsDay website to ensure it has up to date information on all regional events, awards, sponsorships, press coverage & releases and other marketing related information
- Co-ordinate and manage all RobertsDay marketing events
- Raise industry awareness of RobertsDay as leaders in urban design and town planning
- Identify national award programs and coordinate RobertsDay submissions
- Create and maintain knowledge and image library
- Assist in gathering marketing intelligence as directed by the Portfolio Leaders

Innovation and Knowledge Exchange

- Liaise with appointed media agency to generate press opportunities and press coverage tracking
- Monitor media for relevant information and forward as appropriate to RobertsDay staff
- Develop innovative tools to support the promotion of Roberts Day

Process and Service

- Establish and maintain the client resource management system, together with competitor intelligence and consultant ranking databases
- Prepare and analyse feedback forms for marketing initiatives
- Identify speaking opportunities and inform relevant Studio and Portfolio Leaders
- Provide ongoing assistance to Studio leaders in reviewing and implementing sales and marketing calendars