

Position Description



YWCA CANBERRA

Position Information	
Position	Sales and Marketing Coordinator
Date approved	26/03/2024
Program	Work Respect
Supervisor	Sales and Marketing Manager
Location	YWCA Canberra Central Office Level 2, 71 Northbourne Avenue, Canberra City
Hours of work	38 per week
Salary	Grade 3 Level 3 YWCA Canberra Enterprise Agreement 2023-2027

General Conditions of Employment	
<ul style="list-style-type: none">• YWCA Canberra Enterprise Agreement 20223 -2027• Appointment is subject to obtaining a satisfactory Working with Vulnerable People check at own cost• Appointment is subject to satisfactory National Police Check within the last 3 months.• Appointment is subject to satisfactory working rights in Australia• All YWCA Canberra policies and procedures will apply• Subject to a 6-month probation period	

Position Statement	
<p>The Work Respect digital learning product developed by YWCA Canberra supports employers, employees and organisations make long term, sustainable cultural change aimed at preventing sexual harassment in the workplace. Work Respect has been developed in response to the recommendations of the Respect@Work Report to the Australian Government. It includes evidence-based training delivered online and developed for employers and employees, together with a set of resources to support organisational change. The Work Respect Toolkit is available to access online, or it can be customised to suit an organisation's branding or hosted in another Learning Management System (LMS).</p> <p>The Sales and Marketing Coordinator role reports directly to the Sales and Marketing Manager and will be primarily responsible for supporting promotion, growth and success of the product through effective customer service, sourcing business development opportunities with employers, and providing marketing coordination.</p>	

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Responsibilities

Duties

The Sales and Marketing Coordinator is responsible for the promotion of the Work Respect product in collaboration with the Sales and Marketing Manager by:

- Proactively identify new business development opportunities and establish corporate partnerships with employers. Research and generate sales leads, building a robust pipeline of potential clients;
- Manage and nurture existing corporate partnerships, focusing on retention and expansion to ensure the sustained growth of the Work Respect product. Foster strong relationships with partners, addressing their needs and providing exceptional customer service.
- Provide comprehensive customer service and support to employers throughout the implementation process via LMS, ensuring their successful adoption of the Work Respect program.
- Collaborate closely with the training team to develop and execute strategic marketing campaigns that effectively promote the Work Respect program. Contribute to the creation and maintenance of marketing materials.
- Work under the direction of the Sales and Marketing Manager and the Executive Director of Communications Advocacy and Engagement to ensure consistent and cohesive messaging across social media platforms and strategic marketing campaigns.
- Engage and collaborate with external stakeholders to support the expansion of the Work Respect program. Participate in networking activities and represent YWCA Canberra at external events, strengthening relationships with key partners.
- Provide administrative support to the LMS and upload all participant data to access the digital learning program.
- Provide support to other members of the team as required by operational policies and practices.
- Implement and optimise lead generation campaigns across digital platforms.
- Research and generate sales leads, building a robust pipeline of potential clients.
- Showcase the power and versatility of our products through product demonstrations, effectively highlighting how our solutions align with the unique needs and challenges of clients.
- Generate new business through outbound prospecting efforts such as cold calling, emailing, and social media outreach.

Selection Criteria

Qualifications

- Qualifications in sales, marketing or business are highly

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	desirable.
Knowledge and Experience	<ul style="list-style-type: none"> • Demonstrated 3-5 years of experience within B2B sales and marketing. SaaS LMS marketing is highly preferred. • Strong business development skills • Ability to manage sales activities, budgeting and forecasting. • Strong stakeholder management experience with a very high level of interpersonal skills, including both written and oral communication. • Demonstrated experience at an intermediate/advanced level with the Microsoft Office suite of programs such as Excel and Outlook. • Desirable experience with digital learning systems such as Acorn. • Desirable experience with WordPress and Canva.
Capabilities and Behaviours	<ul style="list-style-type: none"> • Highly developed time management skills, and ability to meet deadlines, prioritise and work under pressure. • Strong analytical ability and problem-solving skills. • Ability to positively interact with internal and external stakeholders and establish, enhance, and maintain positive working relationships. • Drive to be a self-starter, with confidence in your presentation, sales skills, and the ability to make a positive impact. • Well-developed communication skills – you will be a skilled communicator who connects well and engages others within the team. • Exceptional planning and organisation skills complemented by a methodical approach and great attention to detail. • Good computer skills – we want a ‘tech savvy’ individual who can bring fresh ideas and new efficiencies. • 3-5 years’ experience with CRM software and sales analytics tools.
Other Requirements	<ul style="list-style-type: none"> • Ability to work within the philosophy of YWCA Canberra • Computer literacy • Current full driver’s license • A current Working with Vulnerable People Registration • Australian Citizenship or suitable rights to work in Australia

Authorisation

Acknowledgement by Incumbent	Name:	Date	Click here to enter a date.
Executive Director	Signature: Name:	Date	

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