

Frontier Advisors Pty Ltd

Position Description

July 2018

Position:	Marketing Coordinator
Incumbent:	None
Reports to:	Director of Marketing and Business Development

Position Objective

To assist Frontier in achieving its annual Marketing and Business Development Plan by supporting the development, implementation and evaluation of strategies to increase and enhance the awareness and perception of Frontier and its various business lines within the institutional investment market.

This will be achieved through direct responsibility or support in the following areas:

- Digital marketing;
- Publications;
- Media relations;
- Advertising and promotion;
- Marketing analytics; and
- Business development.

Key Responsibilities

Digital Marketing

- Ensure a contemporary and professional digital presence across all relevant online channels.
- Manage the quality and currency of the Frontier website and ensure the site remains fresh and dynamic in terms of content, appearance and functionality.
- Liaise with web developers to progress online channels and collateral as required.
- Manage Frontier's social media channels (Twitter, LinkedIn and YouTube) to ensure a regular and relevant flow of content is published and that interaction with Followers is completed in a timely and professional manner.
- Manage the logistics and production of regular webinars, including liaison with relevant Research and Business Solutions teams.

Publications

- Manage the production and delivery of the monthly Forefront newsletter.
- Take responsibility for Frontier publication design and production.
- Liaise with Practice staff to ensure adherence to content development schedule.
- Take responsibility for the photographic imagery used by the firm.
- Direct and produce video content, from logistics through to capture and editing using appropriate software.
- Liaise with graphic designers to progress marketing and communication materials and online media as required.

Media Relations

- Manage the distribution of media releases, including the management of a media database.
- Collate and record articles featuring Frontier and other media articles of interest.
- Assist with the preparation of media releases on key business events and research.

Advertising and Promotion

- Explore and assess advertising proposals and provide recommendations for action.
- Plan and execute the creative elements of advertising opportunities, liaising with channel providers and designers where appropriate.
- Assist with the planning and logistics of events, ranging from client/prospect luncheons through to the annual Manager Dialogue and Client Conference functions.
- Assist in the planning around Conference presentation participation by Frontier staff, including preparing attendees for networking opportunities.

Marketing Analytics

- Undertake monthly analysis of online channels to identify trends and opportunities and to develop an understanding of engagement through these media.
- Develop and maintain marketing dashboard to report on Key Performance Indicators, including metrics such as media mentions, website traffic, external profiling measures, database growth and event attendance.

Business Development

- Maintain client and prospect marketing database ("The Loop"), including championing this asset throughout the firm.
- Coordinate New Business Working Group, assisting with logistics such as recording of action items and updating the range of schedules and registers for review by the Group.

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- Assist with the preparation of proposals for new and existing business.
- Assist with the preparation of presentations for business pitches.

Other Business Responsibilities

- Provide back-up support to the Business Support team as required. This could include occasional overflow assistance with phone calls and guests to reception.
- Conformity with the requirements of the Frontier Compliance and Risk Management Manual.
- Providing effective and continuous feedback to other staff.
- Demonstrating Frontier's Core Values.

Knowledge/Skills/Experience

The following capabilities are requirements of the position:

- Tertiary qualifications in a marketing or media relations field is desirable as is previous exposure to a marketing and communications role;
- Well-developed verbal and written communication skills and an ability to communicate at all levels;
- An ability to work in, and contribute to, a team environment by working both co-operatively and autonomously;
- Excellent organisational skills and an ability to set priorities and complete work of a high quality in a timely manner;
- Strong MS Word, PowerPoint and Publisher skills and sound skills in a suite of Adobe products (Premiere Pro, Photo Shop, Illustrator);
- Excellent skills in Social Media channels;
- An interest in and/or a demonstrated ability to develop skills, in video and photography capture and editing;
- An ability to explore and learn on a self-driven basis in order to fill knowledge and skill gaps;
- A strong desire to take pride in your work and in how you represent yourself and Frontier;
- A willingness to embrace and adapt to a dynamic work environment; and
- An ability to work within a commercially sensitive environment, maintain confidentiality and comply with internal policies and procedures.