

## Senior Marketing & Communications Coordinator

We're looking for an enthusiastic Marketing & Communications "all-rounder" with a can-do attitude to help The Resilience Project inspire happiness and change lives with even more people.

- Full-time
- 12-month contract (parental leave cover)
- Collingwood, VIC

### About TRP

The Resilience Project (TRP) purpose is to "inspire happiness and change lives". We teach positive mental health strategies to help people become happier and more resilient.

Through education and workplace programs, podcasts, events, the TRP app and wellbeing journals we share the benefits of gratitude, empathy and mindfulness and simple ways to practice these to support positive mental health.

We have delivered programs to over 1,500 schools around the country and worked with many elite sporting teams, including the Australian cricket, netball and soccer teams, NRL and AFL clubs.

### Life at TRP

At TRP, we are driven to have an impact through everything we do. We are guided by our values - **humble, inclusive, passionate, professional and curious** - and aim to bring positivity to work every day.

We have a **great team**. We genuinely care about each other, love a bit of friendly banter and are always willing to help.

We have **flexibility**. We look after each other and the people that are important to us. That's why we provide great flexibility to balance work and life.

We have **autonomy**. Our strong working relationships are centred around trust. We are outcomes driven, believe in our abilities and trust each other to deliver.

### About the role

We're looking for an enthusiastic Marketing professional with a can-do attitude to help The Resilience Project "inspire happiness and change lives" with even more people.

Our Senior Marketing & Communications Coordinator will be a key player in planning, developing and overseeing our key Marketing & Communications Campaigns and will enjoy rolling up their sleeves to get things done.

A natural collaborator and team player, you'll be part of an enthusiastic marketing team, and report to the Head of Operations, to help the broader TRP Team promote the different B2B and B2C arms of the business.

Whether it's working on our social media, eDMs, paid digital advertising or website, getting hands-on creating graphics and video content, or diving into analytics and reporting - the Senior Marketing & Communications Coordinator is an "all-rounder" in every sense and thrives on the diversity of their role.

This is a unique opportunity for a creative person who aligns with our TRP message and mission to help positively impact the wellbeing of hundreds of thousands of kids, students, adults, parents and families around the country.

### What will you be doing?

- **Marketing campaigns** - End-to-end project management of some of our key B2B and B2C Marketing & Communications Campaigns (including planning, executing, reporting and optimising). You'll collaborate with different business areas across these projects.
- **Social media coordination** - Be a key player in the planning, rollout and analysis of our social media content across channels (including Facebook, LinkedIn & Instagram).
- **Digital communications** - Coordinating a range of marketing eDMs and newsletters, plus crafting copy for media releases and our website as required.
- **Graphic design and video editing** - Got an idea on how to bring something to life? Let's make it happen! You're comfortable using Adobe applications (like InDesign, Photoshop and Premiere Pro) to create graphics and video content.
- **Analytics and reporting** - You like the numbers side of things, too. You'll be jumping into the analytics and data sitting behind our Marketing initiatives, reporting them back to our team, and using the insights to inform future decision-making.
- **Marketing campaign coordination** - Whether it's our wellbeing resources or school/early years/workplace programs, you'll collaborate with different business areas to execute marketing campaigns, from creative through to reporting.
- **Brand coordination** - You'll oversee the implementation of our brand guidelines, templates and style guide.

### About You

We are looking for someone who shares the TRP values and is passionate about our purpose to "inspire happiness and change lives".

You'll need to thrive in a fast-paced, dynamic environment, be driven to achieve outcomes, proactively lend a helping hand and bring a positive, can-do attitude to your work.

Our ideal candidate will also have:

- 5+ years of experience in a Marketing/Communications Coordinator or Marketing Executive role.
- End-to-end marketing campaign experience - including planning, executing, reporting/ analytics and optimisation.
- Experience planning and executing organic and paid social media content across Meta, & LinkedIn, plus paid Google Ad campaigns.
- Experience with marketing eDMs using a CRM and other marketing platforms like Mailchimp.
- An analytical mindset, with experience segmenting lists in a CRM and identifying trends/insights from data sources, such as GA4.
- An eye for design and sound working knowledge using graphic design and video editing applications (particularly Adobe InDesign, Photoshop and Premiere Pro).
- Strong copywriting skills, with an ability to develop engaging website copy, eDMs and other content for B2C or B2B audiences.
- Proven ability to take initiative and work autonomously as well as productively as part of a team.
- Website content management experience.
- Bachelor's degree in Marketing, Communications or a closely related field is preferred.

### Interested?

If this opportunity sounds like the right fit, please click on the following link to submit your application **before 9am, Thursday 10th October**:

[Click here to apply](#)

If you have any specific questions about this opportunity, please contact Emma from SimplyHR at [emma@simplyhr.net.au](mailto:emma@simplyhr.net.au).