

## Position Description

Position Title	Marketing Coordinator
Responsible To	General Manager
Responsible For	NIL
Terms of Employment	<p>Contract Terminating: 31 March 2026</p> <p>Probationary period: 6 months from commencement</p> <p>Permanent full time preferred however flexible or part-time hours can be negotiated. The position can be located in our Bundaberg or Gympie office or work remotely.</p>
Hours of Work	Normal business hours are 8:30am to 5:00pm.

## Job purpose

Regional Business HQ is going through a period of growth and change. With this, brings the need for a dedicated marketing coordinator. In addition, Regional Business HQ's consortia has been successful in the ASBAS Digital Solutions Round 2 program, where Regional Business HQ is the Queensland delivery partner for the program. This position will assist with providing digital transformation advice to small businesses, commencing with a Digital Action Plan. This will be completed for any small business within Queensland through a mixture of in person, telephone and video conference consultations for the duration of the three-year contract. The position will also fulfil Regional Business HQ's contracted work planning and reporting requirements associated with delivery of Digital ASBAS.

In this role, you will contribute as a team member towards successful organisational performance, professional representation of the organisation and achievement of individual key performance indicators.

Additionally, this role will assist with developing marketing plans and activities for the broader Regional Business HQ organisation.

# Organisation background

Established in 1991, Regional Business HQ (formerly Bundaberg Business Enterprise Centre) operates as a non-profit community organisation promoting the creation and sustainable development of new employment opportunities by assisting and nurturing new and existing businesses.

## Marketing Coordinator services

Regional Business HQ provides low-cost advice business consultancy services, with a focus on regional and remote businesses. The organisation can prepare business plans, facilitate training and assist with grant and tender applications, perform strategic planning sessions, as well as other adhoc business support.

## Innovation ecosystem management and leadership

Regional Business HQ has become a leader in the innovation ecosystem in the Wide Bay Burnett and holds a contract with the Bundaberg Regional Council to promote and further develop the innovation ecosystem in the region.

## Events and training

The organisation is adept at planning and hosting events, often collaborating with local agencies. The organisation hosts the Conversations that Matter events, the Agtech Showcase and collaborates with agencies on the Hinkler Innovation series and the Major Projects Forum. Regional Business HQ provides a portal for any organisations having an event for the business community to include their event on our events portal on the webpage.

In addition, Regional Business HQ can organise training for small businesses who might not fill an entire training course. Regional Business HQ will engage a facilitator and organise cohorts of participants from across different organisations and industries.

## Business incubator

Regional Business HQ also offers an incubator office space for start-ups or businesses looking to expand from a home-based business to a commercial office space. We provide suites ranging from 16 square metres up to 45 square metres at a competitive rate with a one-month notice period to terminate the lease. This provides businesses with flexibility to scale back down should they need to relatively easily, compared to trying to exit a commercial lease.

## Meeting rooms and venues

We have a number of meeting rooms across three locations (not available in Maryborough). These can be hired on either an hourly or daily basis. The range in sizing, with the smallest room holding 4 people and the largest up to 60 people depending on set up. Room hirers are able to access WiFi, tea, coffee and AV equipment.

Regional Business HQ owns and operates the Generator co-working and innovation hub. The sites, located in both Bundaberg and Gympie, provide access to co-working stations, meeting rooms and the innovation ecosystem. We offer a range of memberships from day passes through to VIP desks, where someone can book a dedicated desk full time.

## ASBAS Digital Solutions Program

Late last year, Regional Business HQ, together with Business Foundations in WA and BEC NT submitted an application to deliver Round 2 of the Digital Solutions program. The consortia was successful and the program runs from 1 April 2023 to 31 March 2026.

Our office locations include:

- **Regional Business HQ** | 20B Quay St, Bundaberg
- **RBHQ Maryborough Office** | Shop 5, 224 Adelaide Street, Maryborough
- **The Generator Bundaberg** | Level 1, 155A Bourbong St, Bundaberg
- **The Generator Gympie** | 232 Mary St, Gympie

# ASBAS scope and program information

Reporting to the General Manager, Marketing Coordinator will oversee the delivery and reporting on the Digital ASBAS program as well as providing marketing support for the broader Regional Business HQ programs and services.

## Digital Solutions overview:

The Digital Solutions – Australian Small Business Advisory Services program works with small businesses to make the most of digital tools and offers broader advice specific to individual business needs such as:

- how digital tools can help your small business
- websites and selling online
- social media and digital marketing
- using small business software
- online security and data privacy.

Digital Solutions offers up to 4 hours of one-on-one tailored support as well as unlimited attendance at group workshops or webinars.

## Who is this for?

Small businesses with fewer than 20 full-time (or equivalent) employees, as well as sole traders. The service is available across all metropolitan and regional areas in Australia.

## How much does it cost?

Small businesses can attend workshops and webinars at no cost. A small fee will be charged for one-on-one advisory services.

## The Queensland model

Regional Business HQ's Marketing Coordinator will be responsible for marketing and developing Digital Action Plans for businesses in the program and will coordinate and manage the one-on-one tailored business support mentoring packages.

For workshops, our model centres on working with local hubs, councils and chambers to deliver workshops throughout the state, with as many as possible being held in-person. Our preference is to use local presenters, provided that we have expertise in-region. If the region doesn't have a technical expert, we will look at having someone present over video conference, live, to a room of people. Where hubs are able to deliver this, we are looking to allocate the full budget for each workshop to the lead delivery partner for each region, who then pays the associated costs.

Workshops will be delivered to satisfy the following topics:

### 1. Introduction to Digitalising Your Business

- what is digitalisation and how can it help your business?
- how to align digital needs with your business goals
- is there a digital solution to your business problem?
- types of digital tools and benefits to your business
- overview of the other four digital capabilities.

### 2. Websites and selling online

- choosing an appropriate online presence
- creating and managing a website
- assessing opportunities for online sales
- developing an online sales strategy
- finding the right expertise.

### 3. Social media and digital marketing

- choosing an appropriate social media presence
- creating a social media account and content
- developing digital marketing strategies for social media and web-based advertising
- finding the right expertise.

### 4. Using small business software

- choosing the right software for managing sales, accounts and payroll, inventory, and customer relationships
- maximising the benefits of management software
- finding the right expertise.

#### 5. Online security and data privacy

- assessing and managing cyber security threats
- meeting customer data privacy obligations, and protecting customer data
- finding the right expertise.

## Roles and Responsibilities:

The Marketing Coordinator will specifically be responsible for:

- Developing Digital Action Plans for Digital Solutions clients, including assessing website enquiries and developing an action plan for business based on data inputted and interviewing business contact
- Provide Digital transformation advice in line with a client's Digital Action Plan and core capabilities, referring to a panel of external mentor's where core capabilities to not exist.
- Identify and maintain good working relationships with a panel of external mentors
- Reporting and compliance:
  - Meet the requirements of Regional Business HQ's deed and subcontractor partner requirements
  - Ensure that the program CRM is managed in accordance with Business Foundation's requirements.
  - Develop appropriate case studies on program participants, delivery methodologies and digital transformation journeys.
  - Adhoc reporting on the progress of the program to key internal and external stakeholders.

In addition, it is expected that you will:

- Contribute as a team member towards successful organisational performance, professional representation of the organisation and achievement of individual key performance indicators.
- Assist in the marketing of the program through its social media channels and website.
- Assist with researching, identifying and applying for business revenue and funding opportunities.
- Assist with developing marketing plans for the Regional Business HQ suite of services
- Managing the RBHQ website, social media platforms and other associated marketing channels
- While travel for the role is not anticipated, opportunities may arise for travel on a rare basis.
- Any additional tasks as required.

## Performance measures:

The following performance measures will be used to evaluate the performance of the Marketing Coordinator:

- Implementing RBHQs marketing strategy and monitoring performance and return on investment
- Assisting to grow the revenue base through effective marketing campaigns
- Ensure that 350 Digital Action Plans are delivered each quarter over the course of the three-year contract through an integrated marketing campaign.
- Assist in the preparation of Digital Action Plans and coordinate mentor sessions across the state.
- Ensure 1470 client satisfaction surveys are completed over the course of the three-year program.
- Achieve 80% of clients indicating that they are satisfied with the service provided under the program, through results from client satisfaction surveys.
- Achieve 80% of clients indicating they would recommend the service to other small businesses from advisory services client satisfaction surveys.
- Meet contractor deadlines for reporting and CRM data entry.
- Meet cost requirements for advisory service delivery when engaging with external mentors.
- Service is regularly and consistently promoted through agreed social media channels and websites.
- The Digital Solutions program has implemented effective partnerships with multiple organisations and stakeholders within the Bundaberg region and external to the region.

## Skills:

The applicant must demonstrate the following skills:

- Demonstrated capability and experience as a Marketing Coordinator specialising in digital transformation, with a focus on more than one of the following areas of expertise:
  - Introduction to Digitalising Your Business
  - Websites and selling online
  - Social media and digital marketing
  - Using small business software
  - Online security and data privacy
- Strong writing ability, especially with respect to external facing client documentation.
- Proven ability to meet targeted organisational, financial outcomes and individual key performance indicators.

- Demonstrated high level interpersonal communication (verbal and written), in particular, relationship building, negotiation and networking skills working with internal and external stakeholders.
- Strong computer skills with experience using Microsoft Office programs and database systems.
- Ability to effectively contribute to team culture and performance through demonstration of initiative and flexibility and adherence to Regional Business HQ's personal attributes/expected behaviours and organisational requirements.
- Attention to detail and high level of accuracy.
- Very effective organisational skills.
- Time management.

## Personal Attributes/Expected Behaviours:

- Be honest and trustworthy
- Operate with integrity and a high level of professionalism
- Be respectful
- Possess cultural awareness and sensitivity
- Be flexible
- Demonstrate excellent work ethics
- Be community focused
- Practice and uphold Regional Business HQ's core values of Innovate, Generate, Accelerate, Professionalism, Integrity and Collaboration in the execution of all duties
- Consistently demonstrate the following attributes:
  - **Results Focus** – Identify what results are important and persistently focus resources to achieve them.
  - **Customer Responsiveness** – Identify, understand, build relationships with, and adapt to the requirements of external and internal customers.
  - **Emotional Intelligence** – Perceive, control and evaluate emotions. Demonstrate self-awareness, self-regulation, motivation, empathy and people skills.
  - **Problem solving and critical thinking** – Seek to identify, define, critically analyse and resolve work problems through research and testing alternative ideas and approaches
  - **Communication** – Effectively interact and exchange information, write reports, present, assert, and use appropriate commercial language.
  - **Collaboration** - Influence, build relationships, manage conflicts and negotiate to produce successful outcomes.

## Organisational Requirements:

- Willingness and ability to promote Regional Business HQ's complete range of service offerings as required.
- Willingness to complete other duties as required.
- Adherence to Regional Business HQ's:
  - Vision, purpose and values
  - Policies and procedures
  - Safe work practices
  - Code of Conduct, and
  - Confidentiality
- Compliance with Funding Body contractual requirements, guidelines, quality standards, service guarantees and codes of practice.

### Mandatory requirements:

The applicant must hold a:

- Current driver's licence
- National Police Certificate

## Selection Criteria:

The candidate must address each of the following in their application letter:

1. Demonstrated experience in marketing coordination and implementation of marketing strategies.
2. Ability to develop digital action plans for small businesses, identifying tangible action items suitable for small businesses.
3. Ability to expertly engage with stakeholders from business, technology, government, not-for-profit, education and indigenous sectors.
4. Project or program management skills are strongly desired.
5. Have existing strong network relationships in the region and across the state including from the business, government, education, technology and indigenous sectors
6. Experience or knowledge in digital transformation, preferable in a small business environment
7. Experience in contributing to marketing content including social media pages and websites.