



Position Description

MARKETING EXECUTIVE

FEBRUARY 2025

Position Description: **Marketing Executive**

General Details	
Title: Marketing Executive	Classification:
Reports to: Communications Manager	Industrial:
Program/Unit: Communications	Direct Reports: NIL

Role Purpose

COTA SA is the not-for-profit peak body for 700,000 older South Australians, delivering a range of programs, services and information to help people age well. Our social enterprises, Strength for Life and The Plug-in are programs owned and operated by COTA SA designed to advance the rights, interests and futures for older people while also generating vital revenue to make us a sustainable organisation. The Marketing Executive reports to the Communications Manager and works exclusively to market our social enterprise programs to grow revenues and profitability, aligned to our social impact purpose and values. The Marketing Executive is responsible for:

- Brand management and campaigns to raise brand awareness
- B2B marketing initiatives to retain and grow the client base (including direct marketing, advertising, social media, content creation, promotions and POS support)
- B2C brand marketing initiatives to grow demand and participation levels among older people
- Contributing to continuous improvement of social enterprise programs including working internally to ensure that communications, customer service and administrative systems are appropriate to support marketing and business goals

An initial focus in 2025 is the rebranding, website development and program launch of a new Strength for Life model, incorporating new programs, training opportunities, pricing structures and support for clients. Following the successful relaunch of SFL, it is expected that the role will transition to a more sustainable focus on SFL and increase support for The Plug-in.

Function	Key Responsibilities
New SFL Model Launch (Specific to 2025)	<p>Take a lead coordination role in launching the new SFL model and brand to achieve business success through responsibility for the following:</p> <ul style="list-style-type: none"> • Brand refresh – work with designers to update branding, logos and style guide • Project manage development of new SFL website • Coordinate launch and brand roll out of new model SFL • Coordinate comms to existing provider network to maximise retention • Work internally to ensure administrative and comms systems are appropriate to support marketing and business goals
Brand Marketing	<p>Enhance and extend the work of the Communications, SFL and Plug-in teams by:</p> <ul style="list-style-type: none"> ▪ Managing the SFL/Plug-in brands, websites and social media channels ▪ Developing and implementing marketing plans to increase awareness and perceptions of SFL and other COTA SA social enterprise brands, programs and value proposition, to consumers and to businesses ▪ Contributing to continuous improvement and success of SFL/Plug-in brand and program offering including through generation of market insights and consumer research ▪ Working with the Communications team and PR consultants to generate consumer-directed stories, media coverage and other opportunities that attract more participants to the SFL program for our providers

Business growth through client attraction and retention	<p>Ensure the ongoing profitability and sustainability of COTA SA's social enterprise programs by:</p> <ul style="list-style-type: none"> ▪ Developing and implementing B2B marketing and business development plans, budgets and targets to grow the client base for SFL / The Plug-in. ▪ Conducting research and analysis of client data, service coverage, user trends, feedback and competitor activity to identify gaps and opportunities for business growth ▪ Initiating B2B marketing strategies to target and attract new clients ▪ Developing and coordinating B2B retention marketing strategies and related communications and administrative processes to retain our provider network, including through: <ul style="list-style-type: none"> ○ Development and provision of marketing and promotional advice and tool kits (eg POS, advertising and social media templates) ▪ Exploring opportunities to improve client experience, providing advice on removing barriers and reducing friction to increase engagement, uptake and profitability
COTA SA Team Culture	<p>Contribute to COTA SA's collaborative, values-driven team culture by:</p> <ul style="list-style-type: none"> • Contribute to continuous improvement of social enterprise programs including working internally to ensure that communications, customer service and administrative systems are appropriate to support marketing and business goals • Contributing to the success of Communications team through a range of tasks as reasonably requested from time to time, commensurate with the level and responsibilities of the role • Showing a commitment to COTA SA values: Respect, Diversity, Equity, Collaboration, Integrity, Independence. • Complying with the COTA SA Code of Conduct, Service Charter and Organisational Policies and procedures, including WHS.

Selection Criteria		
	Essential	Desirable
Training/ Qualifications	A degree in marketing, communications, business, commerce, economics or related fields	
Experience/ Knowledge	<ul style="list-style-type: none"> • Demonstrated success in a marketing or business development role. • Proven ability to develop and implement B2B and B2C marketing strategies that achieve targets and lead to increased brand awareness and/or sales growth. • Experience analysing and interpreting customer data, feedback and industry trends to identify opportunities for sales growth and process improvement. • Proficient in working with CRMs, CMS and email marketing communication tools. 	<ul style="list-style-type: none"> • Experience generating revenues in a social enterprise / NFP / for-purpose environment eg. sales, • Awareness of SFL program, and professional experience/knowledge of adjacent sectors, eg. fitness industry, health and wellbeing or health promotion. • Affinity for working with and for older people, including from diverse backgrounds.
Skills/ Abilities	<ul style="list-style-type: none"> • Excellent written and verbal communication skills with the ability to present information simply and clearly to a range of audiences • Strong customer service skills with a recognised ability to build and maintain 	<ul style="list-style-type: none"> • Proficient use of the Adobe Creative Suite (particularly InDesign)

	<p>strong relationships with clients to understand their needs.</p> <ul style="list-style-type: none"> • Creative problem-solving skills with a focus on continual improvement and innovation. • Ability to work autonomously and as part of a fast-paced team. 	
Licences/ Certificates	<ul style="list-style-type: none"> • A satisfactory National Criminal History Record Check • Unencumbered SA Driver's Licence 	

Special Conditions

The position will be offered as a full-time contract role until June 2026 with possibility for extension subject to performance and funding. Part-time hours / 0.8 FTE may be available to the appointee by negotiation.

- Working hours and salary to be negotiated with the appointee.
- This position will require, from time to time, flexibility of working hours.
- Regular travel within metropolitan Adelaide and from time-to-time regional South Australia is a requirement of the position.
- Some travel interstate may be required.
- The position is subject to an initial six-month period of probation and regular performance reviews.
- Required income targets will be set with the appointee as part of an annual Performance Plan.

Supervisor Signature: _____

Print name: _____

Date: _____

Employee Signature: _____

Print name: _____

Date: _____