

Position Description: Marketing Coordinator - PR & Communications

POSITION TITLE	Marketing Coordinator - PR & Communications
DEPARTMENT/SITE	Marketing
DATE EFFECTIVE	July 2025
REPORTS TO	Marketing Manager
ROLES REPORTING DIRECT	NA
KEY RELATIONSHIPS	Head of Marketing, Product Managers, IT & Developers, Graphic Designers, Marketing Assistant, Winemaking team, Sales Coordinators and State Managers.

PRIMARY OBJECTIVES:

- Manage corporate media releases, media monitoring & enquiries, brand marketing blogs, reviews requests etc.
- You will be the in-house copywriter and editor.
- Manage company's social media platforms, including but not limited to daily content management, content creation and performance tracking/reporting of all social media activities.
- Responsible for growing our online communities, increase engagements and conversions, handling product recall communications, consumer complaints including outside of office hours if needed.
- Handle all interviews process and any media requests.

MAJOR RESPONSIBILITIES

KEY RESULT AREAS	SPECIFIC ACTIVITIES	MEASURES
PR and Marketing Communication	<p>You will be our in-house copywriter, editor & PR expert:</p> <ul style="list-style-type: none"> - Media releases and responses for consumer and media enquiries/complaints - Media Monitoring - email key stakeholders with a summary/links/articles on a weekly basis - Responsible for content creation on corporate websites - Marketing communication materials and blogs - Prepare and suggest written communication (text/copy) for all social media posts - Handle all PR-related activities & influencer marketing projects - Post evaluation of all PR, Social media and influencer marketing campaigns 	<p>Maintain good relationships with external media and social media influencers in order to gain media exposure for our brands and campaigns.</p> <p>Media monitoring report sends out on time and accurately.</p> <p>Media master list up-to-date.</p>
Social Media Management	Building and shaping the company's online community via its social media channels.	Grow online community followers, and increase engagement.

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	<p>Develop the social media calendar</p> <p>Content creation for organic posts as well as working with other marketing team members for brand/marketing/corporate social media campaigns</p> <p>Scheduling/uploading approved content across social media channels.</p> <p>Develop and execute targeted campaigns to increase engagement.</p> <p>Track social media performance in the social calendar, as well as a key insights monthly report.</p> <p>Monitor consumer comments and messages across social platforms, interact and respond where appropriate including outside of office hours if required.</p>	<p>The social media calendar is pre-planned 6 months ahead at any one time</p> <p>Content is planned and scheduled on time and in line with key marketing activity.</p> <p>Specific campaign objectives are met. e.g. grow followers, increase engagement etc.</p> <p>Analyse to extract insights to help improve performance.</p> <p>Respond accordingly in line with company guidelines.</p>
Website Copy Writing	<p>Manage all website content:</p> <ul style="list-style-type: none"> - Ensure all information is correct. - Generate new content for websites including blogs to tell our stories. - Monitor and optimise content where required. - Review existing content and make recommendations on areas for further development. - SEO & AIO - ensure all pages are optimised with SEO/AIO copy writing - Ensure a consistent look and tone of voice across the website. 	<p>Changes made within 48 hours or as agreed with stakeholders.</p> <p>Content is kept up-to-date and continually reviewed with solutions for development proposed.</p>
Analysis and Report	<p>Review analytics/insights for all PR-related campaigns & organic social media tracking. Prepare monthly reports.</p> <p>Prepare campaign-specific reports - include objectives and outcomes.</p>	<p>Analysis reports and campaign results, reviewed with key insights and recommendations outlined and presented to the marketing team.</p>
Other Marketing Duties & General	<p>Monitor and handle enquiries on: enquiries@debortoli.com.au</p> <p>General Administration Duties such as; Ensuring all correspondence is correctly dealt with.</p>	<p>Attend to all enquiries within 48 hours</p> <p>All projects completed in accordance with agreed time frames.</p>

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	<p>Ensure all accounts are coded and passed back to the accounts department. Correct filing of all relevant info.</p> <p>Nurture collaborative working relationships with all key teams (operations, finance, sales, wider marketing dept and others).</p> <p>Participate in personal development activities including but not limited to regular market visits with the sales teams, cellar door and vintage participation in addition to involvement in key events/activities eg sponsorships or others.</p> <p>Manage portfolio marketing budget efficiently and effectively.</p>	<p>Efficient administration procedures.</p>
<p>Policies and Procedures.</p>	<p>Comply with and ensure all company policies, procedures and OH&S regulations are followed</p>	<p>Compliance with company policies and procedures</p>

SELECTION CRITERIA

ESSENTIAL:

Tertiary qualifications in a marketing, journalism, PR or related discipline
 Min 3-5 years experience in a PR and/or copywriting role
 Excellent writing skill
 Experience with social media & Meltwater platform
 Familiar with Facebook ads manager, Instagram, Twitter, LinkedIn, Tik Tok etc. as well as its analytical tools
 Be resourceful in learning new design tools and AI technology for efficiency and effectiveness
 Strong organisational and project management skills
 Great communication skills both written and verbal
 Attention to detail and accuracy
 Good people skills and the ability to work as a team
 The ability to take ownership and multi-tasking
 Possess self-initiative and resourceful

DESIRABLE:

Knowledge about wines will be an added advantage
 Experience in assisting with event management
 Aptitude for learning new computer applications
 Experience in the use of graphics applications, Mailchimp, Google Analytics/Facebook Insights will be an added advantage
 Interest and passion for the food and wine

Employee Name: _____

Employee Signature: _____

Manager Name: _____

Manager Signature: _____