



Position: Marketing Coordinator

Reporting to: BGLS members and BGLS community

Version: April 2022

This is a volunteer position and carries no salary or designated hours. The Brisbane German Language School (BGLS) is a not-for-profit organisation. Its mission is to promote the language and culture of German-speaking countries within the Brisbane and broader Queensland community.

Purpose of Position

The Marketing Coordinator provides strategic guidance and leadership in support of all marketing functions of the BGLS including providing assistance to other Management Committee Members in relation to their roles. The primary focus is to ensure all of the organisation's marketing functions are operating along contemporary lines in a professional and corporate manner. This entails ensuring corporate governance and constitutional functions operate efficiently and effectively to support the ethos of the Brisbane German Language School and its members.

Pre-requisites (Applicable to all Committee Members)

To nominate for the position of Marketing Coordinator of the Brisbane German Language School you must:

- Be a current financial member of the Brisbane German Language School.
- Not have declared bankruptcy; nor entered into a deed of arrangement; nor made a composition which remains unpaid; in accordance with the *Bankruptcy Act 1966*, or corresponding laws of another external territory;
- Not have been convicted on indictment, or sentenced to a term of imprisonment for a summary offence required to be disclosed by the *Criminal Law (Rehabilitation of Offenders) Act 1986*;
- Must strive to take sound, measured and considered approaches to all aspects pertaining to the role;
- Have no outstanding disciplinary action, must not have been in any adverse disputes, discipline, or court action involving the Brisbane German Language School;
- Be eligible to obtain clearance for working with children (*Bluecard*), or an exemption in accordance with the *Working with Children (Risk Management and Screening) Act 2000*.
- Ideally have previously served on a management level committee (of the BGLS or another community organisation);
- Ideally have previous experience in fundraising for a community organisation;
- Ideally have an interest in German language and culture;
- Have experience, and or the ability to fill a leadership role in a volunteer-based organisation, which includes a good understanding of financial statements and administration needs;
- Have knowledge of modern governance practices, including risk management, child protection, and OH&S compliance;
- Have knowledge of, or, the ability to gain understanding of the statutory requirements affecting not-for-profit organisations;
- Have a high standard of oral communication, interpersonal skills, and effective volunteer management skills;

- Have good listening and project management skills; and,
- Have an understanding of, or, the ability to gain understanding of the Codes of Conduct and Membership Protection Policies.

Responsibilities and Duties

Specific to the Role of Marketing Coordinator

- Primary administrator of the BGLS website (www.bgls.org.au).
- Liaise with the Management Committee and school coordinators/staff regarding required updates to website (eb. course fees, textbook pricing, lesson schedules, BGLS events, etc).
- Primary administrator of the BGLS facebook page (www.facebook.com/BrisbaneGermanLanguageSchool).
- Administer and update the school's promotional/marketing infrastructure and documentation.
- Leadership in supporting the Management Committee in developing and maintaining effective working relationships with external stakeholders as far as these may contribute to the marketing of BGLS services.
- Liaise with the Management Committee to identify, plan and implement new marketing and promotional opportunities to grow student numbers and increasing fundraising activities.

General (Applicable to all Committee Members)

- Work constructively with all other committee members;
- Provide Brisbane German Language School members with open and accountable management;
- Strive to move the Organisation forward in a positive and professional manner;
- Develop and support the implementation of the organisation's vision statement/strategic plan with a view to further enhance and develop long term strategic initiatives;
- Be active in ensuring compliance with the school's *Child and Youth Risk Management Strategy*, and the *Members Protection Policy* and all other relevant codes of conduct;
- Observe, update and encourage others to comply with the constitution, policies and procedures, including providing reports and other requested information on the appropriate reporting templates;
- Represent the organisation as required;
- Create ongoing communication/relationships with external community leaders/organisations, including but not limited to federal, state and local politicians; German Consulate, Brisbane City Council; other bodies associated with the broader Brisbane German community;
- Ensure open communication and working relationships are maintained with all members (including paid employees, students, and parents) of the organisation;
- Ensure planning and budgeting for the future is carried out in accordance with the wishes of the members; and,
- Scope new funding/fundraising opportunities (business sponsorships, grant applications, *Laternenfest*, *Goethe Institute* initiatives, etc).

Re-election Period

- Annually at AGM

End of Term Handover

At the end of their elected term, the Marketing Coordinator will be required to prepare a handover to the incoming Marketing Coordinator. This will include the below:

Updating Key Documents

The Marketing Coordinator will review and revise any relevant documents to their role. This must occur prior to their last Management Committee meeting to ensure any changes can be approved and adopted.

Induction of the Incoming Marketing Coordinator

An important responsibility of the outgoing Marketing Coordinator is to train, mentor and support the incoming Marketing Coordinator.