

SSDCL24 Marketing and Local Promotion Coordinator

Disclaimer

These Occupational Frameworks and Skill Profiles have been developed as workforce planning, occupational mapping and skills reference resources for the Australian textile, clothing and footwear (TCF) industry. They are intended to describe the typical functions, responsibilities, skills and capabilities associated with occupations across the industry.

These documents are not intended to replace or override industrial instruments or employment arrangements, including awards, enterprise agreements, employment contracts, position descriptions, classification structures, licensing or regulatory requirements, or other statutory obligations. Where differences arise, the relevant industrial, legislative or regulatory requirements take precedence. The Skill Profiles should be used as complementary reference documents to support workforce planning, career development, training and skills recognition.

1. Job role

TCF sub-sector	Dry Cleaning and Laundry Services
Functional area	Customer Service and Retail Operations
Job role	SSDCL24 Marketing and Local Promotion Coordinator
Job role description	Plans, coordinates and implements local marketing and promotional activities to drive customer acquisition, retention and brand visibility for dry cleaning operations. In the Australian dry cleaning industry—where local competition, customer loyalty and service differentiation are critical—the Marketing and Local Promotion Coordinator develops targeted campaigns, manages community engagement and supports business growth through effective promotion and customer communication strategies.
Performance expectations	• Developing and implementing local marketing and promotional campaigns. • Managing digital and in-store promotional activities. • Coordinating social media, online presence and local advertising. • Supporting customer engagement and retention initiatives. • Monitoring campaign performance and customer response. • Collaborating with store and operations teams to align promotions. • Maintaining brand consistency across marketing materials. • Managing relationships with local partners and community organisations. • Supporting sales growth and customer acquisition targets. • Contributing to continuous improvement in marketing effectiveness.
Specialisation	Local marketing campaigns, digital marketing, social media management, customer engagement strategies, brand promotion, community partnerships.

Application in other TCF sectors	• Commercial laundry and linen services supporting customer engagement and business development activities. • Textile manufacturing and finishing supporting brand promotion and product marketing initiatives. • Apparel production and garment finishing supporting marketing and customer engagement strategies. • Technical textile and specialty services supporting promotion of specialised products and services. • Textile restoration services supporting customer outreach and service promotion. • Leather and suede processing supporting local marketing and customer engagement activities. • Manufacturing and service industries supporting marketing, branding and customer communication functions.
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2. Key tasks and critical work functions

Key tasks	• Planning and executing local marketing campaigns. • Managing social media and online marketing platforms. • Designing and coordinating promotional materials. • Engaging with customers through promotions and communication. • Monitoring campaign performance and reporting outcomes. • Coordinating in-store promotions and displays. • Building relationships with local businesses and partners. • Following organisational procedures for marketing and branding.
Critical work functions	• Driving customer acquisition and retention through effective marketing. • Maintaining consistent brand messaging and presentation. • Monitoring and improving campaign performance. • Supporting alignment between marketing and operations. • Ensuring effective communication with customers. • Adapting strategies to local market conditions.

3. Technical skills

Marketing campaign management	Planning and executing targeted promotional campaigns.
Digital marketing	Managing social media and online marketing platforms.
Content creation	Developing promotional materials and messaging.
Customer engagement systems	Managing communication and loyalty initiatives.
Data analysis	Analysing campaign performance and customer response.
Brand management	Maintaining consistent branding across channels.
CRM systems	Using customer relationship management tools for engagement.

4. Generic Skills

Communication	Engaging effectively with customers and stakeholders.
Creativity	Developing innovative marketing ideas and campaigns.

Organisation	Managing multiple campaigns and activities.
Teamwork	Working collaboratively with operational teams.
Problem solving	Addressing marketing challenges and customer needs.
Adaptability	Responding to changing market conditions.
Time management	Meeting deadlines and campaign timelines.

5. Emerging skills

Emerging skills	• Using data-driven marketing and analytics platforms. • Adopting digital advertising and targeted campaigns. • Integrating marketing with customer relationship management (CRM) and operational systems. • Applying social media and content marketing strategies. • Supporting online ordering and digital customer engagement. • Enhancing sustainability messaging and brand positioning.
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6. VET Qualifications and Skill Sets

Entry-level preparation	BSB40820 Certificate IV in Marketing and Communication or equivalent.
Advanced development	BSB50620 Diploma of Marketing and Communication or bachelor's degree in marketing or equivalent.

7. Job progression

Possible job progression	Marketing and Local Promotion Coordinator → Senior Marketing Coordinator → Marketing Manager → Business Development Manager.
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8. Classification

Australian Qualifications Framework	AQF Level 4-6.
Australian Bureau of Statistics (ABS) Skill Levels	Skill Level 1.
Open Source Classification of Occupations for Australia (OSCA)	221534 Marketing Specialist OSCA Alternative Title Marketing Officer.



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