

Kinaway's *Marketing and Communication Department* are responsible for the distribution, promotion, and interaction of Kinaway's public persona, of which is directed at the greater community (including members, corporate partners, and other named stakeholders.)

**DUTIES:**

<ul style="list-style-type: none"> <li>• Social Media Content/Marketing</li> <li>• Email and SMS Marketing</li> <li>• Hosting/Creation/Planning of Webinars and video content</li> <li>• Event Promotion and planning</li> <li>• Program/Opportunities Promotion (Marketing Campaign Plans)</li> <li>• Internal Management Software/Hardware</li> <li>• Website Management</li> <li>• Webpage and EOI Creation</li> </ul>	<ul style="list-style-type: none"> <li>• Graphic Design</li> <li>• Photography</li> <li>• Outsourced work or side projects (e.g KinFashion)</li> <li>• Internal Assets</li> <li>• Internal Comms (Email to staff/reminders/RSVPs)</li> <li>• Form Creation and management</li> <li>• User Database Management (creating/editing user details)</li> <li>• Staff and Board Members Profiles</li> </ul>
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**MOVING FORWARD** *Ideas and strategies for 2022*

<ul style="list-style-type: none"> <li>• Create networks and opportunities for Kinaway through Traditional media.             <ul style="list-style-type: none"> <li>- TV</li> <li>- Radio</li> <li>- Newspapers</li> <li>- Form relationship with journalists</li> <li>- Create video advertisement to boost on socials/ traditionally</li> </ul> </li> <li>• Create physical/traditional promotional material for EcoDev to pass around:             <ul style="list-style-type: none"> <li>- Billboard (<i>Member competition to see whose art is featured?</i>)</li> <li>- Stickers</li> <li>- Lanyard</li> <li>- Bookmarks</li> <li>- Wall art/posters for around town</li> <li>- Calendar</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>• Come up with strategy to promote written content – need to source mentorship and connect with journalists</li> <li>• Create creative assets for Kinaway team to use: <i>Video transitions, letterheads, animated Kinaway logo...</i></li> <li>• Reoccurring posts             <ul style="list-style-type: none"> <li>- Wellbeing Posts with Brendan</li> <li>- Become A Member (Call to Action)</li> <li>- Discussion Starters</li> <li>- Monday Motivation (Quotes)</li> <li>- Webinar ‘Look-back’</li> <li>- Webinar of the week promotion</li> <li>- Member of the Week!</li> <li>- Partner Profile (to post with article)</li> </ul> </li> </ul>
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**Marketing Campaign Plans**

This form can be accessed as an online form, or a downloadable word document. Once completed please send to the email [marketing@kinaway.com.au](mailto:marketing@kinaway.com.au)

Access this form [here](#), or alternatively visit: [www.kinaway.com.au/marketing-campaign-form/](http://www.kinaway.com.au/marketing-campaign-form/)

*Marketing Campaign Plans are to be completed 1 month in advance, 2 weeks at minimum. If not completed in these parameters, programs or projects may be subject to delay.*

**Webinars**

If you, or your team, are planning on organising and producing a webinar using the Kinaway platform, please refer to the flowchart in the **“Webinar Set-Up”** folder in our OneDrive. We are looking to make this process as professional and flawless as possible. In that folder, you will find templates that will help with the organisation process of a webinar.

*Please notify the Marketing team of your plans, so we are aware of what is going LIVE to the public.*

**Kinaway's Creative Assets**

If you or your team are looking to access Kinaway assets (such as letterhead's, PowerPoint presentation templates, logos, or virtual zoom backgrounds) visit the **“marketing folder”** in our shared OneDrive or click this link.