

## **Marketing Coordinator (Part Time)**

### **Role Description**

Our client is seeking a suitably experienced & qualified Marketing Coordinator to join our Sales Department in a Part Time role (2-3 days per week). The successful candidate will work collaboratively with the Sales team and needs to demonstrate dedication & enthusiasm towards the role.

This is an excellent opportunity for a bright, resourceful and creative professional seeking a more flexible work life balance or to gain further experience within the marketing industry working on a range of different marketing campaigns.

### **Role Responsibilities / Duties**

Reporting to the Sales Manager, the Role Responsibilities / Duties may include but are not limited to:

- Demonstrate capacity in communicating & maintaining a brand message that delivers outstanding results across the company
- Working closely with Website Developers to improve & maintain website marketing content & presences throughout each business unit
- Improve & update social media content & profiles, and generate more online traffic
- Monitor & maintain Business Chamber & online profiles. Campaign marketing efforts via chambers across NSW
- Unify all marketing material, brochures, flyers & presentations across the company and align the marketing message throughout each business unit
- Assist with the delivery & message for presentations to new & existing clients
- Organise marketing events, gatherings or information sessions with new & existing clients
- Organise & promote tradeshows & events (as required)
- Assist the Sales Department with promotional marketing or 'sales specials' that come to market each month
- Collect, analysis and report on the monthly marketing content, trends and targets
- Report marketing results in regards to performance, ROI outcomes & preparing annual marketing budgets

### **Role Requirements / Experience**

The successful candidate will need to demonstrate the following Requirements / Experience:

- Past experience within the marketing industry, working on brand building & awareness campaigns
- Past experience with using online, social media & generic marketing materials
- Knowledge in using Microsoft applications (Word, Excel, Outlook, PowerPoint & Publisher)
- Knowledge in using Adobe PDF & Creative Suite applications
- Knowledge in using WordPress & online web content materials
- Strong presentation, written, verbal & general communication skills
- Accuracy & attention to detail
- A creative flare and keen interest to promote the company & business units
- The ability to work well in a team to deliver results
- Experience working with small to medium businesses

### **Desirable (but not essential)**

The following points are desirable, but not essential for the successful candidate:

- Formal qualifications in marketing, commerce & brand management
- Over 3 years experience in the marketing industry
- Experience or knowledge of the I.T. industry
- Experience or knowledge of the Software Development industry
- Photography and / or Video editing skills