

JOB DESCRIPTION

Date Prepared:	September 2019
Role:	Digital Marketing Coordinator
Time Fraction:	Full Time
Location:	Kyabram
Reporting to:	Business Development Manager

1. ABOUT ADVANCE COMPUTING

Founded in 1999, Advance Computing redefines technology for regional Australia through software and services. With an innovative and customer centric approach, Advance delivers real outcomes focusing on integrated software, systems and support and a belief that there is more to IT than just keeping the lights on.

With a passion for regional Australia, yet a national reach, Advance empowers businesses, organisations and users to achieve more.

2. POSITION OVERVIEW

The Digital Marketing Coordinator is responsible for a variety of functions across the organisation with a focus on B2B marketing activities. As part of the Business Development Team, the Digital Marketing Coordinator looks after digital marketing and brand management and design services across a variety of Advance services and products.

3. PRIMARY PURPOSE AND OBJECTIVES OF THE POSITION

- 3.1 Provide marketing support to Business Development team across a variety of marketing activities and functions;
- 3.2 Promote Advance Computing in a consistent, positive and efficient manner through the execution of marketing strategies and activities;
- 3.3 Coordinate promotional activities to engage our audience and create positive organisational sentiment and to maximise market awareness;
- 3.4 Identify opportunities to improve systems and processes to enhance customer experience; and
- 3.5 Ensure all key processes are appropriately documented and communicated with stakeholders effectively.

4. KEY DUTIES

Working closely with the Business Development team you will contribute to the overall Marketing Strategy of the organisation with a view to create a consistent approach to brand management and:

- 4.1 Develop and co-ordinate marketing activities to enhance customer experience;
- 4.2 Provide support to the Account Managers to enhance their client facing activities;
- 4.3 Design and distribute marketing campaigns;
- 4.4 Research and draft event material and presentations;
- 4.5 Collation and reporting of social and Google analytic activities;
- 4.6 Develop timely and relevant external client communication pieces;
- 4.7 Conduct all activities in accordance with the Quality Management System;
- 4.8 Interact effectively with a range of stakeholders; and
- 4.9 Maintain client database and segmentation activities.

5. EDUCATION, TRAINING AND EXPERIENCE

While a Marketing qualification is not required for this position, candidates need to be able to demonstrate the following skills:

Mandatory

- 5.1 Strong Digital Marketing acumen;
- 5.2 A keen eye for design;
- 5.3 Marketing experience across a B2B environment;
- 5.4 A commitment to excellence in Customer Service across both internal and external customers;
- 5.5 Strong skills across Microsoft Office suite of products (Word, Excel, PowerPoint etc);
- 5.6 Exceptional communication skills (written and verbal);
- 5.7 Excellent organisational skills, time management and a high level of attention to detail;
and
- 5.8 A proactive, driven and fast learner.

Desirable

- 5.9 Proficiency with Adobe Creative Suite (InDesign, Photoshop, Illustrator);
- 5.10 Web design experience;
- 5.11 Understanding of SEO and SEM;
- 5.12 Familiarity with MS Dynamics 365 and/or Marketing Automation software; and
- 5.13 Previous experience with LinkedIn and other social platforms.

6. KEY SELECTION CRITERIA

Applicants must be able to demonstrate:

- 6.1 A sound understanding of core marketing principles in a B2B environment;
- 6.2 A willingness to learn and proactive attitude;
- 6.3 Highly developed computer literacy, time management and organisational skills;
- 6.4 Outstanding written, verbal and interpersonal skills;
- 6.5 An eye for detail and presentation;
- 6.6 Professional attitude and work ethic; and
- 6.7 Alignment to the organisation's values of: Commitment & Excellence, Innovation & Creativity, Respect & Integrity, Community