

Job Description

Sales & Marketing Coordinator - Strong Digital Focus – 2- 3 days a week

The Sales & Marketing Coordinator is responsible for developing and implementing lead generation strategies resulting in new client business. S/he will ensure a strong and dynamic digital presence and the delivery of high quality digital and hard copy communications to key market segments.

The role may also provide digital marketing services to our clients on a case by case basis.

Reports to:

Production Manager

Key Tasks:

- Planning and execution of monthly marketing strategies
- Lead generation & lining up meetings with new clients
- Writing communication pieces (direct mail, news articles, EDM's, flyers etc)
- Preparation and dispatch of Electronic Direct Mail (EDM's) to key audiences on a regular basis
- Coordination of various digital and traditional marketing projects
- Coordinate delivery of agreed online advertising campaigns
- Development of a strong and dynamic web presence suited to our target markets
- Maintenance of company web sites to ensure content is accurate and up to date

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Required Skills and Experience:

- Minimum 3 years experience in a B2B sales & marketing environment with an emphasis on developing and executing digital marketing strategies
- Experience in the use of social media networks and their marketing applications
- Experience in preparation and dispatch of Electronic Direct Mail and SMS campaigns
- Ability to extract, filter and manipulate data
- Ability to analyse web data to draw knowledge from campaign performance
- Strong written and verbal communication skills are essential
- Self motivated and ability to work independently
- Strong administrative and computer skills
- Work well under pressure
- Good team player

Desirable Experience:

- Experience with digital video
- Experience of using HTML & Flash, Photoshop
- Understanding of mobile web technologies
- Coordination of print projects

This is a flexible contract role based out of our Mona Vale office. An initial 2 - 3 days a week is envisaged with the scope to increase over time. Good remuneration for the right candidate.

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