

DIGITAL MARKETING CO-ORDINATOR

- Great Team Environment
- Belmont Location
- Full time position

Pindan is looking for a recent graduate to join its project marketing team to deliver digital marketing and communication strategies. You will work closely within a close knit team to co-ordinate tactical activities that build brand awareness, drive website traffic, optimize enquiry and facilitate project sales.

Your role will involve but is not limited to:

- Updating & maintaining online listings & project profiles
- Updating & maintaining project websites to ensure they are promoting latest campaigns, key messages and are up to date
- Assisting the marketing team in the development of content marketing ideas, strategies and calendar
- Scheduling & posting approved content through online mediums & social networks
- Social media monitoring & engagement activities
- Briefing & managing external copywriter on blog topics and ensuring content is developed on time accordingly to content calendars
- Briefing designers & videographer on content requirements where applicable
- Exporting Facebook leads & bulk uploading into CRM
- Briefing external agencies on EDM designs and builds
- Building CRM email marketing lists
- Other tasks as required

Key Skills and attributes

- Well developed written, verbal and organisational skills
- Attention to detail and ability to meet deadlines
- Experience in the use of social media platforms, such as facebook & Instagram, and other digital platforms
- Ability to write compelling sales copy
- Ability to use Photoshop
- Be reliable, punctual and able to work independently
- Understanding of social channels & how to optimise content accordingly
- Ability to use web CMS systems
- Desire to learn and be part of an outcomes focused team

Qualifications

- Completed a tertiary degree in marketing, communications or associated discipline
- 1-2 years' experience in a similar role will be highly regarded.

If you meet the above requirements and would like to work for a company that can provide a competitive remuneration, excellent working conditions and a friendly, supportive environment then please Apply Now.