

## Marketing Coordinator

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- **Permanent Full-Time opportunity**
- **Join a financial services firm that has a great culture and values its people**
- **'Free' leave over the festive season & great employee benefits**

There you are sitting at the coffee shop.

You say to your friend *"I think I need more of a challenge. I want a marketing role that's more diverse, more fun, and especially somewhere I can put my digital marketing experience to better use".....*

Does this sound familiar? Well, meet DPM... we think we are a pretty great place to work.

### **Who we are looking for:**

- A marketing superstar who is ready for the next challenge in their career
- Someone experienced at 'owning' their own workload and wants access to an energetic and innovative mentor
- Someone passionate for building strong relationships and has a high level of initiative

### **Reporting to a progressive, energetic and development-focused Marketing Manager, you will:**

- Receive extensive support in understanding our company and unique client base
- Contribute (and make an impact!) to our online and social media presence
- Be mentored by a progressive and innovative leader
- Represent our brand at various internal/external events
- Be part of an environment that will nurture your creative flair and analytical skills

### **But there is a catch. You should have:**

- Similar experience in a similar role (min 2 years)
- A tertiary or post graduate qualifications in Marketing
- A good level of understanding of the fundamentals of offline and online marketing/brand management
- High levels of initiative with the ability to be innovative and 'think outside of the box'
- A high level of attention to detail and sound communication skills (verbal and written)
- A natural flair for building relationships with key business stakeholders
- Experience with Adobe Creative Suite including Photoshop, Illustrator and InDesign (highly desired)
- Strong digital experience with automation systems, CRM, CMS and a good understanding of SEO principles is highly regarded (notions of html coding are a plus)
- Experience working with social media and online-based communication channels
- Experience writing and/or editing targeted content for multiple channels (highly desired)
- Understanding of Facebook and other social media channel's guidelines, advertising and reporting is a plus.

### **Interested?**

What are you waiting for? The full Position Description is available on the next page.

To apply for this opportunity, upload your CV and cover letter (*be creative... we dare you!*) via the [Seek website](#).

If you have any further questions about the role, you can call our People & Development Team on 9621 7025.

Please note only those who 'wow' us will be contacted... So get busy and apply today!



## Position Description

Position Details	
<b>Title</b>	<b>Marketing Coordinator</b>
<b>Division</b>	People & Development
<b>Leader</b>	Marketing Manager
<b>Term</b>	Permanent - Full time
<b>Effective</b>	1 June 2019
Position Overview	
<p>The Marketing Support is responsible for coordinating both external and internal marketing campaigns and events, aimed at promoting DPM's brand and services to the targeted market audiences. Whilst also supporting the Marketing Manager to achieve business and marketing plans.</p>	
DPM Values:	
<p>Everyone is expected to perform their role and conduct themselves in line with DPM's Values and Code of Conduct:  <b>Teamwork</b> / Collaborating as one <b>Accountability</b> / Owing our actions  <b>Expertise</b> / Providing innovative solutions <b>Recognition</b> / Valuing our people and clients  <b>Integrity</b> / Acting with honesty, fairness and respect <b>Passion</b> / Enjoying everything we do!</p>	
What does 'Good' look like for this role?	
<ul style="list-style-type: none"> <li>• The annual Marketing Plan was successfully delivered</li> <li>• DPM's Brand was presented in the best possible light at all times</li> <li>• Engaging and informative content and collateral was created via a wide range of platforms</li> <li>• DPM's digital and social media presence in our market was current, highly evident and relevant to the client base</li> </ul>	
Position Responsibilities	
<b>Marketing</b>	<ul style="list-style-type: none"> <li>• Support the Manager Marketing (MM) to deliver the annual Marketing Plan</li> <li>• Coordinate and manage the production of marketing &amp; promotional collateral, stationery and merchandise</li> <li>• Act as main resource and support for DPM's 'Graduate Program'</li> <li>• Coordinate and implement the organisation of internal/external promotional activities/events</li> <li>• Coordinate the monitoring/ordering of collateral and merchandise stock levels</li> <li>• Coordinate, monitor and help to administer the content marketing strategy for the business</li> <li>• Support DPM to better understand its client base through various offline and online channels</li> </ul>
<b>Digital Marketing</b>	<ul style="list-style-type: none"> <li>• Monitor/maintain the website to ensure content is up-to-date, engaging and compliant at all times</li> <li>• Conduct regular web-based audits, reports &amp; market research</li> <li>• Support the MM with DPM's digital and social media presence ensuring the messaging is relevant, attractive and targeted</li> <li>• Help to create, manage and deliver regular eDM campaigns</li> <li>• Actively contribute to building digital and social media content to drive web traffic</li> <li>• Be responsible for the collection of data, measurements of marketing efforts and reporting</li> </ul>
<b>Brand Management</b>	<ul style="list-style-type: none"> <li>• Coordinate management of the brand including all aspects of imagery and standard guidelines</li> <li>• Act as a brand ambassador ensuring DPM brand is always consistently represented in and out of DPM</li> <li>• Coordinate the design of graphics, web applications, collateral or merchandise in-house or through suppliers</li> <li>• Contribute to the delivery/coordination of key internal communications'</li> </ul>
Qualifications/Experience/Skills	
<ul style="list-style-type: none"> <li>• Similar experience in a similar role (min 2 years)</li> <li>• A tertiary or post graduate qualifications in marketing</li> <li>• A good level of understanding of the fundamentals of offline and online marketing/brand management</li> <li>• High levels of initiative with the ability to be innovative and 'think outside of the box'</li> <li>• A high level of attention to detail and sound communication skills (verbal and written)</li> <li>• A natural flair for building relationships with key business stakeholders</li> <li>• Experience with Adobe Creative Suite including Photoshop, Illustrator and InDesign (highly desired)</li> <li>• Experience working with social media and online-based communication channels</li> <li>• Experience writing and/or editing targeted content for multiple channels (highly desired)</li> <li>• Understanding of Facebook and other social media channel's guidelines, advertising and reporting is a plus</li> </ul>	