

Marketing & Digital Specialist (12 month contract)



- **Dynamic financial services business with a fantastic culture**
- **'Free' leave over the festive season & great employee benefits**
- **12 month Maternity Leave contract role**

We have a rare opportunity for an experienced Marketing all-rounder to join our close-knit Marketing team for a 12 month period and make a difference!

Who we are looking for:

- A true specialist in both traditional and digital marketing - a seasoned marketing superstar!
- Someone who is excited to make a real impact with their fresh ideas and passion
- A professional who can work autonomously and 'own' their workload, but is also successful in driving team projects with the support of an energetic and innovative Marketing Manager

Who are we? DPM are a leading financial services firm established in Melbourne for more than 60 years.

We provide our people with:

- Free annual leave over the EOY period
- A great social calendar of internal events
- Development opportunities to grow your career
- Recognition and celebration of growth

Reporting to a progressive, energetic and development-focused 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:

- Minimum 5 years experience in a similar marketing role
- A tertiary or post graduate qualifications in marketing
- Proven record of successful and innovative retention and acquisition online campaigns
- A good understanding of data and the importance of using data for marketing purposes
- High levels of initiative and autonomy 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
- Proficiency in the more commonly used applications of the Adobe Creative Suite
- Strong digital experience with marketing automation systems, CRMs, web-based CMS is a must
- Understanding and experience using main social media channels guidelines, advertising and reporting

Interested?

What are you waiting for? 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 Details	
Title	Marketing & Digital Specialist
Division	Client Engagement
Leader	Manager Marketing
Term	Full-time hours, 12 month contract
Effective	1 June 2018
Position Overview	
<p>The Marketing & Digital Specialist is responsible for the strategic execution and measurement of both external and internal marketing campaigns and events, aimed at promoting DPM's brand and services to targeted market audiences. Through research and analysis of demographics, market trends, competitors analysis, and other information relevant to DPM's marketing objectives, the Marketing & Digital Specialist uses marketing expertise to help the planning and delivery of promotional materials, nurturing & acquisition campaigns and other growth-related activities both online and offline.</p>	
DPM Values	
<p>Everyone at DPM is expected to perform their role and conduct themselves in line with DPM's values:</p> <p>Teamwork Collaborating as one Accountability Owning our actions Expertise Providing innovative solutions Recognition Valuing our people & clients Integrity Acting with honesty, fairness & respect Passion Enjoying everything we do!</p>	
What does 'Good' look like for this role?	
<ul style="list-style-type: none"> • The annual Marketing Plan was successfully delivered • The DPM Brand was presented in the best possible light at all times, through innovative ideas • Engaging and informative content and collateral was created via a wide range of platforms • DPM's digital and social media presence was current, highly evident and relevant to the client/prospect base • Successful client engagement & prospect acquisition due to Marketing activities was identified & reported 	
Position Responsibilities	
Marketing	<ul style="list-style-type: none"> • Working closely with the Marketing Manager to help deliver the annual Marketing Plan and contribute to DPM's overall growth of market share • Manage the production of Marketing & promotional materials, content and merchandise • Provide strategic guidance and marketing support for the DPM Graduate Program • Identify gaps and opportunities and develop new marketing strategies and campaigns based on detailed analysis of data • Support DPM to better understand its client base as well as prospect target segments through various offline and online channels, market research, regular competitor analysis, etc
Digital Marketing	<ul style="list-style-type: none"> • Monitor/maintain all web-based platforms to ensure content is up-to-date, engaging and compliant at all times • DPM's online presence remains strong through a wide range of medians • Assist and drive outbound or inbound marketing activity by demonstrating expertise in various areas (content development, SEO, paid advertising etc) • Be responsible for the collection of data, measurements of marketing efforts and reporting
Brand Management	<ul style="list-style-type: none"> • Act as internal champion for DPM's style guide to ensure the Brand is presented consistently • Liaise with internal stakeholders to provide support with communication strategies for client engagement or key issues/topics • Contribute/lead planning and delivery of internal communications

Qualifications/Experience/Skills

- Min 5 years experience in a similar marketing role
- A tertiary or post graduate qualifications in marketing
- Proven record of successful and innovative retention and acquisition online campaigns
- A high level of understanding of digital marketing fundamentals: marketing trends, SEO and GA, paid advertising, etc
- A good understanding of data and the importance of using data for marketing purposes
- High levels of initiative and autonomy 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
- Proficiency in the more commonly used applications of the Adobe Creative Suite
- Strong digital experience with marketing automation systems, CRMs, web-based CMS is a must
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