

Position Details			
Title	Digital Marketing coordinator	Team	Marketing
Reports To	Digital Marketing Manager	Direct Reports	Nil

Role Purpose
<p>In preparation for its next phase of growth, AuctionsPlus is seeking to appoint a Digital Marketing Coordinator. Reporting to the Digital Marketing Manager, this newly-created role provides an exciting opportunity for recent grad or someone looking to start their digital marketing career.</p> <p>As a Digital Marketing Coordinator you will have the opportunity to contribute to, influence and execute the company's marketing plan. You will also act as a brand guardian ensuring all digital marketing communications are on brand, whilst rolling out your own digital campaign.</p> <p>This position works in unison with other members of the marketing team to implement and deliver a variety of important strategic initiatives across the entire business. The Digital Marketing coordinator will significantly enhance the profile and quality of the various online assets and direct marketing initiatives</p>

Key Responsibilities	
	<p>Primary Duties</p> <ul style="list-style-type: none"> • Execution of digital campaigns including EDM and paid advertising. • Collaborate with our Social Media coordinator on our digital engagement, including uploading and management of Weekly Sheep Report Video, Weekly Cattle Report Video, podcast , youtube, twitter, Instagram handles and weekly/monthly engagement comms schedule • Work with our Content Producer on all content including copy • Reporting on marketing activities and managing stakeholders related to the delivery of marketing projects through consultation and collaboration. • Providing support to internal stakeholders and the wider team to deliver ad hoc marketing projects • If you have experience with SEO, Google Ads and other paid digital like re-targeting, Facebook and LinkedIn ads that would be a wonderful bonus – but by no means critical

Key Relationships		
Type	Internal/External	Nature of relationship
Customers / Suppliers	External	Build positive relationships with customers and suppliers.
Internal customers	Internal	Market Operations – provide support and information as required Finance Product Development
Direct manager	Internal	Respond to information requests in a timely and accurate manner Communicate on progress, concerns and insights

Critical Requirements	
1	Relationship Management. Excellent communication, presentation and organisational skills are crucial for success in this role, as are high levels of initiative, self-motivation and a positive, 'can-do', customer-focused approach.
2	Collaborative. Able to build strong collaborative relationships internally and externally.
3	Process & Planning. Able to plan and map out projects allowing plenty of time for preparation.
4	Communication. Able to convey information with clarity and impact both verbally and in writing.
5	Industry expertise. A knowledge and understanding of the agriculture industry.
6	Problem solving. Able to analyse information, think logically and solve problems.
7	Attitude. Self-starter capable of thriving in a growth stage company environment who is fearless on the phones, persistent, and accepting of rejection.
8	Adaptable. Able to easily adapt to changing priorities to meet customer and business needs.
9	Analytics. Understanding of key analytics and how to drive action and engagement from insights and trends
10	Design. Proven experience in web/visual and strategic communication design that is both conceptual and templated work
11	Turn-around. Ability to work in high-volume environment while maintaining high attention to detail
12	Strong attention to detail and art-working skills. Knowing the importance of getting artwork right from the beginning
13	Organisation skills. Management of graphic collateral and photographic assets
14	Liaison Skills. Negotiating quotes, maintaining procedures, production and controls to ensure the accuracy and timeliness of graphic assets ranging from catalogues, brochures, business cards, to large format POS for events and conferences