

Marketing Co-Ordinator Position Description + Essential Selection Criteria

You need to be able to comfortably complete a decent percentage of the tasks below. If you make it to round two of the interview process, you will be expected to provide significant detail on your experience in **at least one of the primary skills and three of the secondary skills below**.

You will receive on-the-job training for the relevant skills you're not familiar with, learning how to approach these tasks to various degrees based on motivation and ability. Our aim is to help you develop skills as a communications consultant, capable of independent analysis and high-level work as a "full stack marketer". We are motivated to make this a rewarding position, as we're looking for a long-term team member to grow together with us.

Relevant experience and education will be looked on positively. Most important is a demonstrated ability to learn, to problem solve and to work independently at finding solutions.

You will require your own working laptop with software relevant to your skillset.

ESSENTIAL SELECTION CRITERIA

Please provide a CV and cover letter detailing your experience in at least one primary skill and as many secondary skills as are relevant.

Tell us about who you are and why you're the perfect candidate for this position.

Include at least three in-depth examples of work from the list below with your application which can be verified (e.g., it is a live link to existing content, or comes from a previous position which can be confirmed via references).

PRIMARY SKILLS

- Writing (content writing, report writing, copywriting)
- Design (layout and image editing)
- SEO (research, writing and technical skills)

SECONDARY SKILLS

- Social media scheduling with platforms such as Hootsuite, Later etc
- Reporting on and analysing trends using results from SEO, Google Analytics, social media accounts etc (will provide training if skills not already there)
- Targeted Advertising experience (Google Adwords, FB/IG, Display, Programmatic etc)
- Working within drag & drop newsletter / EDM builders such as Mailchimp, Klaviyo et al
- Brainstorming, developing and planning promotional concepts around content, offers, contests, giveaways, blog topics etc.
- Organising promotional calendars to align content with wider strategy
- Planning, ideating and drafting blog topics
- Basic blog & content publishing using website platforms such as Wordpress, Squarespace, Shopify etc
- Web design with drag & drop builders such as Squarespace, Shopify (PageFly), Wordpress (Elementor)
- HTML / Coding
- Working with spreadsheets (Excel)
- General admin & project management
- SEM campaigns
- Basic video editing
- Basic photography (anything more complex than competent smartphone photography a bonus)
- PR list building
- Media release / press release writing

JOB DETAILS

Initial tasks will be around content, research and scheduling related to a wide variety of activities including social media, EDMs & newsletters, copywriting, client communications, work scheduling, SEO and more, dependent on your skills as detailed in the Position Description. You will be working on Purpose Communications' own marketing and content in addition to client projects.

This is a permanent part-time position. The successful candidate will begin on \$22 per hour at 15-20 hours per week. After your initial six month probationary period, there is potential to increase hours to a full-time position depending on skillset and ability. Flexible working arrangements are possible.

Apply via EthicalJobs. Please include a CV and a cover letter responding to the Essential Selection Criteria as outlined above.

Applications close 23:59pm on 30th September 2021.