

Marketing Coordinator - Heartburst Digital

Job Description

Welcome to Heartburst. Our purpose is to lever technology to help purpose-driven organisations maximise their positive impact on society. We love driving technology, we love our team, and we make a difference.

We're growing. Our reputation as a leading digital agency for purpose-driven organisations and the quality of our delivered outcomes is taking us places. We are recognised as a leader in the NFP market space across a number of leading CMS and campaign platforms. To help us on this journey we are looking to build our marketing capability and capacity.

This is a broad ranging role that reports directly to the General Manager and carries responsibility for four discrete brands. We are looking for a super creative, diligent and details focussed star who is on their way to a Brand/Marketing management role. You will be responsible for developing and executing our marketing campaigns, driving our content marketing to maximise social following and increase recognition of our brands. We will look to you to provide insight into how our digital presence sits in the market and how to relentlessly improve it.

Skills & Requirements

We are looking for demonstrated experience in:

- Contributing to organisational and/or marketing strategy
- Developing, running and optimizing digital campaigns across multiple channels
- Using typical digital campaign tools such as Google Ads, Facebook Ads manager, LinkedIn Ads, Mailchimp, and Google Analytics.
- Success in designing and implementing a marketing funnel with demonstrable lead generation
- Experience in building a digital following through content and paid acquisition marketing.
- Strong written and verbal communications

We would be impressed if you could show us a portfolio of marketing collateral you have personally developed.

You are fast, efficient, and get real joy from seeing your work go into market and getting results. You self-manage with a strong drive and personal trajectory. You see yourself growing with an organisation that is looking at meaningful expansion through organic growth, geographic expansion and acquisition.

As well as your marketing skills, your character means you can't help but drive improvements in the quality and effectiveness of our marketing practices. Willingness to share your experience and take the team on a learning journey is vital.

We expect that you have at least two years of experience. A tertiary qualification in marketing is required.

Contact: Lee Jones, General Manager

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Cover letter & Resume