



DIGITAL MARKETING COORDINATOR
Job Description

JDDMKC

Position	Digital Marketing Coordinator
Location	Hobart Office
Reports To	Marketing Specialist
Reported to By	Nil
Position Summary	<p>Our Aussie hops are beloved by brewers around the world, which has motivated us to look for a Digital Marketing Coordinator.</p> <p>They will be responsible for planning and executing all digital activity including SEM, display advertising, email campaigns, social media and website updates to deliver a true representation of our brands in a way that creates efficiencies, drives revenue generation and improves the customer experience in both domestic and international markets.</p> <p>The role reports to the Marketing Specialist, but will be required to work closely with the Head of Sales and Marketing, Marketing Event Coordinator, external consultants and joint venture partners to maintain a shared and consistent vision.</p>
Responsibilities	<ul style="list-style-type: none">• Contribute to digital marketing strategies for Aussie, international and advanced hop products with a focus on acquisition and retention• Manage SEM, display advertising, social media presence and website maintenance• Maintain stakeholder database and manage email campaigns to various segments• Actively manage external consultants and joint venture partners to build on existing business practices and seek opportunities to provide better outcomes for customers• Work with external consultants to develop creative assets that align with brand style guide• Monthly reports on the performance of our digital activity as well as our joint venture partners', customers and competitor's digital activity, including actionable insights and recommendations• Scoping, costing, developing and delivering digital projects• Assist with digital component of broader marketing budget, and contribute to real-time budget tracking



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	<ul style="list-style-type: none">• Provide education and thought leadership around emerging digital marketing trends, strategies and tools• Champion changes to digital activity that creates efficiencies, drives revenue generation and improves the customer experience
Skill Requirements	<ul style="list-style-type: none">• Experience in digital marketing, specifically SEM, display advertising, email campaigns, social media and website maintenance• Ability to integrate design thinking and user experience to maintain a brand story year-round• Communication, networking and people skills that lead to strong professional relationships• Project management and prioritising competing demands• Advanced knowledge of Google Analytics and Google Ads• Intermediate knowledge of Adobe Suite (Acrobat, Photoshop, Illustrator, InDesign)• Technical proficiency (Creator Studio, Facebook, Instagram, LinkedIn, YouTube, WordPress, Elementor, Campaign Monitor, Survey Monkey)• Some understanding of basic photography and videography techniques
Qualifications & Licences	<ul style="list-style-type: none">• Drivers licence
Education & Experience	<p><u>Essential</u></p> <ul style="list-style-type: none">• Minimum 3 years digital marketing experience• Tertiary qualification in marketing or allied discipline <p><u>Desirable</u></p> <ul style="list-style-type: none">• B2B marketing experience• Agribusiness experience• Knowledge of the craft beer industry
KPI's	<ul style="list-style-type: none">• Accurately translate strategic vision into tactical action• Execute digital activity according to approved budgets• Maintain brand vision, values and messaging• Increase overall digital reach (website traffic, social media followers)• Deliver monthly reports in a timely manner



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**Additional
Requirements**

- High levels of motivation and confidence to work independently
- Results driven, customer service focussed and self-motivated
- Creative but practical thinker
- Team player