



Dream Job Web

<https://dreamjobweb.com/jobsboard/marketing-specialist/>

Full Time Marketing Specialist

Description

Position: Marketing Specialist

Position Type: Full-Time

Salary: \$70,000 to \$75,000 plus superannuation per annum

Location: Doncaster VIC 3108

About our client Reliable Caring – Doncaster Branch

Reliable Caring is an NDIS HOME MOdification services provider company that provide services to NDIS clients with Assistive home needs such as bathroom modifications, Ramp, Grab rails, Security Gates, and many more services, Now they are looking a suitable person who can develop a effective marketing plan for their business to grow in south eastern suburbs of Melbourne.

Position Overview:

As a Marketing Specialist at Reliable Caring, you will play a pivotal role in developing, coordinating, and implementing marketing strategies to drive brand awareness, engage the community, and support business growth. This position requires a skilled professional who can identify market opportunities, execute effective marketing campaigns, and contribute to the overall success of the Reliable Caring brand.

Tasks required include:

- **Strategic Planning:** Develop and execute marketing strategies aligned with Reliable Caring's objectives, ensuring brand consistency and relevance in the local market.
- **Campaign Management:** Plan, organize, and oversee advertising campaigns to support sales objectives, utilizing various channels such as digital media, print, and events.
- **Consumer Engagement:** Advise on advertising strategies and campaigns to reach target markets, create consumer awareness, and effectively promote the attributes of Reliable Caring services.
- **Market Research:** Conduct research to identify market trends, consumer preferences, and potential opportunities for new and existing services.
- **Content Creation:** Collaborate with creative teams to develop engaging content for campaigns, ensuring messaging aligns with brand values and resonates with the target audience.
- **Promotional Activities:** Advise on pricing, sales promotions, and distribution channels to maximize business impact and reach target markets effectively.
- **Data Analysis:** Analyze consumer data and market trends to provide insights for future marketing initiatives and support decision-making processes.
- **Collaboration:** Work closely with internal teams, including management and

Hiring organization

Reliable Caring

Employment Type

Full-time

Industry

NDIS Home Modification Services

Job Location

Doncaster Vic

Working Hours

38 Hours per Week

Base Salary

AUD\$ 30 - AUD\$ 35

Date posted

December 5, 2023

Valid through

31.01.2024

Trade professionals, to ensure marketing efforts align with overall business goals.

- Brand Management: Contribute to brand development and ensure consistency in messaging across various channels.
- Online Presence: Oversee and enhance Reliable Caring's online presence, including social media platforms and the official website.
- Reporting: Prepare reports and presentations on marketing performance, analyzing key metrics and suggesting improvements.

Requirements:

- Bachelor's degree or higher in Marketing or a related field
- Proficiency in digital marketing tools and platforms.
- Minimum two (2) years of proven experience as a Marketing Specialist or in a similar role.
- Strong analytical and strategic thinking skills.
- Strong understanding of advertising, market research, and consumer behaviour.
- Excellent communication and interpersonal skills.