

# Marketing Coordinator

[SureVision](#) Sydney, New South Wales, Australia Hybrid

Full-time

We are looking for a creative, self starter who is keen to learn new skills and hit the ground running! As the first sole Marketing resource at SureVision, this role has huge opportunities for growth and progression. You will be able to really make this role your own and develop various Marketing processes and systems from the ground up.

The Marketing Coordinator at SureVision will be responsible for implementing our marketing strategy to increase brand awareness for the SureVision group. This role will work closely with the Sales team and Executive Managers, developing various social media and digital campaigns.

You will work alongside in-house Graphic Designers and with other Marketing employees in our sister businesses, such as BIG Outdoor in Brisbane and Monstavision in New Zealand. This role requires someone who is comfortable working autonomously but will be fully supported by our internal teams and our external Marketing consultants.

We are willing to provide training (both internal and external) and invest in our Marketing Coordinator's future within the company and their own career. As the business grows, there may be an opportunity for you to take on a Management position and build a team.

## About the Role:

The core responsibilities of the role are:

- Working closely with other departments to implement a marketing strategy for the SureVision Group.
- Contribute information and ideas to the marketing strategy.
- Monitor the effectiveness of campaigns across all channels.
- Initiate, direct and quality check our client database to ensure our marketing campaigns are effective and the right channels are being used.
- Manage the SureVision website and social media channels, ensuring they are updated with latest SureVision news.
- Work with other departments to create and implement a social media calendar.
- Work with an SEO / SEM agency to boost our brand visibility online.
- Work with PR agencies, industry bodies and magazines.

- Co-ordinate the design and production of branded collateral, including sales brochures, templates, client and employee gifts, uniform, stationery, web banners and EDM's
- Actively gain customer feedback and communicate to the relevant teams
- Write or work with copywriters to create content for digital media and print marketing channels.
- Direct and co-ordinate photographers, videographers, and graphic designers to create high quality digital content.
- Plan and participate in marketing events to drive awareness of SureVision.

### **Desired Personal Qualities and Competencies**

- A keen eye for detail
- Creative, with a good eye for design
- Can build strong relationships
- Has a positive attitude
- Is highly organised with strong time management skills
- Has good stakeholder management skills
- A problem solver
- Be driven and motivated
- Has excellent communication skills, both written and verbal

### **Skills, Qualifications and Experience**

- 2 years' work experience in a marketing related or similar position preferred
- Experience in executing plans and strategies in an administration or coordinator role
- Experience working with different stakeholders, both internal and external
- Knowledge of Photoshop and/or InDesign
- Understanding of social media and experience in driving engagement via online platforms.

### **Bonus skills (not essential):**

- Marketing Degree, Diploma or similar
- Experience working in a technology business
- Experience using HubSpot or other CRM's

## The Application Process

If you have what it takes to make this role a success, please send your resume to Emma Morgan: [emma.morgan@surevision.com.au](mailto:emma.morgan@surevision.com.au). We aim to get back to all successful candidates within one week of applying.

SureVision is a diverse and inclusive business and encourage anyone who fits the criteria to apply.

Check out our website for further information → [www.surevision.com.au](http://www.surevision.com.au)

*Unfortunately, we can only accept applications from people with full working rights in Australia.*