



POSITION DESCRIPTION

Position Title	Marketing Manager
Work Location	Head Office: Level 28/303 Collins Street, Melbourne VIC 3000
Position Type	Full Time <input checked="" type="checkbox"/> Part-Time <input type="checkbox"/> Casual/Contractor <input type="checkbox"/>
Reports To	Sales Manager
Direct Reports	N/A

Primary Purpose

The purpose of this role is to lead the marketing initiatives within the Sales and Marketing department by assisting in all aspects of business-to-business marketing activities to maintain MEMKO's trusted reputation and grow brand awareness within the industry.

The role involves both direct and indirect marketing activities through physical and digital means to achieve MEMKO's strategic targets. This includes digital marketing, event planning, social media, SEO, PR and more. This role will suit dynamic individuals who thrive in a growth focused and learning environment with a meticulous focus on strategic outcomes. It is expected that a person can work with minimum supervision and have hands-on experience on CRM/Marketing platforms.

The role offers an opportunity to grow the team and support geo expansion initiatives in Singapore and India offices. You will have a direct report from the Marketing Assistant.

Internal Relationships

- Marketing
- Sales

External Relationships

- Customers
- Technology Partners e.g. Dassault Systemes
- Academic and Research Partners eg RMIT, Deakin University
- Industry Associations eg AIDN, SESA

Responsibilities

- Uphold MEMKO's business presence and reputation through different marketing activities
- Assist in the strategic design and implementation of campaigns through multiple mediums including digital marketing, event participation, PR, e-mail marketing, social media etc
- Assist in the managing of MEMKO's LinkedIn account through content creation and audience engagement
- Provide support for events marketing activities including third-party exhibitions, conferences and

MEMKO-run events

- Copywriting of marketing material
 - Assist in content creation for digital marketing including blogs, social media posts, videos and press releases
 - Assist in the management of the company website. This includes creating new webpages, updating existing webpages, SEO, publishing company news and blogs and updating events on the company calendar utilizing WordPress.
 - Upholding corporate branding through all MEMKO materials including banners, brochures, flyers, PowerPoint presentations, business cards, promotional gifts etc.
 - Assist in the organization of training courses and in-house events
 - Assist in preparing the monthly internal MEMKO newsletter and preparing monthly marketing updates
 - Responding to emails in a professional and clear manner
 - Team collaboration with the Marketing Assistant and the Sales team
 - Providing support and marketing updates within team meetings
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Essential

Qualifications

- Tertiary qualifications in Marketing or Communication or Business
- Interest in content creation, digital marketing and sales
- Hands on experience with CRM/marketing toolkits

Experience

- Strong proofreading, grammar and copywriting skills
- Excellent communication skills, both written and oral
- Excellent planning, organizational skills, attention to detail and accuracy
- Preferable have a foundational graphic design skillset and experience using Canva or equivalent graphic design software
- Preferably have experience using Microsoft Suite products including PowerPoint, Word and Excel

Other Skills

- An innovator with a flair for sales, marketing and branding
- Strong focus on meeting deadlines and delivering tasks on time

How to Apply

Please email your resume and cover letter to info@memko.com.au
