



POSITION DESCRIPTION – CONTENT MARKETING SPECIALIST

Position Title:	Content Marketing Specialist
Position reports to:	Marketing Manager – International
Secondary Reporting to:	N/A
Overall Responsibility:	N/A
Summary of Position	<p>Our ideal candidate is a creative marketing professional, preferably with a writing or multimedia background. You should be able to develop engaging content to attract and retain customers. For this position, it is also essential to be up to date with new technologies and marketing trends.</p> <p>You will be expected to generate content that can expand our company's digital footprint and brand awareness.</p>
Qualifications or experience:	<ul style="list-style-type: none"> • Bachelor level degree or equivalent working experience • Direct experience of creating digital and social content and executing engagement campaigns. • Adobe suite, CSS and basic Html skills • Have experience running lead and demand generation campaigns that deliver results. • Understand how to map out and optimise digital consumer journeys • Passion for data and delivering meaningful insight • High level of analytical and problem-solving skills with a keen eye for detail • Ability to build effective relationships with individuals across all levels of an organisation • Have the ability to work in a multi-disciplinary, collaborative, fast-paced environment • Possess excellent communication skills, both written and spoken, with the ability to engage with a range of key stakeholders, both internal and external • Highly organised and process-driven. • Able to work autonomously or in a team. • Experience with Hubspot marketing platform will be viewed favourably



DUTIES AND RESPONSIBILITIES:

The duties and responsibilities required are as follows:

- Oversee a social media strategy
- Write and optimise content for the website and social networking accounts such as Facebook, LinkedIn and Twitter
- Edit and post videos, podcasts and audio content to online sites
- Arrange webinars and webcasts
- Provide data-driven insights into online user behaviour and map out customer journeys to support the optimisation of an inbound marketing strategy.
- Creating content for a full funnel inbound marketing strategy that drives traffic, engagement, attracts and nurture leads, that deliver sales and customer retention.
- This role also plays an analytical role; they are tasked with conducting research and developing an understanding of the industry, the organization's unique value proposition, and it's the product's market differentiators. They will conduct extensive research on the challenges and priorities of the business's consumers and prospective consumers; information that in turn strategically aligns marketing content strategies with consumer needs.
- Experience building out marketing automation and personalisation programs.
- It will require conducting ongoing usability tests to gauge content effectiveness. Gathering data and handling analytics (working with in-house web team) and adjusting content based on those results where needed.
- An editorial calendar and organisation workflows will need to be developed and managed.
- Channel management of digital content hubs and all supporting social channels including email/newsletter distribution. This person must understand the basic best practices of the leading social media channels, which content and approaches work on each and why.
- Measurement and optimisation of the content program will be required on a regular and ongoing basis.

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Performance indicators:	<p>Performance indicators must be met each month, and are subject to change based on conditions at the time.</p> <p>KPIs are subject to change depending on a number of factors. If KPIs are changed, as much notice as possible will be given to the employee.</p>
Personal and professional development	<p>Personal and Professional development can be facilitated by management, but will be up to the staff member to identify, and request.</p> <p>The nature of available training courses will depend on position within the company and the availability of the course. It is up to the managements discretion as to if a staff member is able to take on a training course supplied through Covetrus.</p>

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