

Marketing and Communications Manager

- Based in Richmond, Melbourne
- Working within a Creative Agency and Studio environment
- Both client facing and agency exposure

About the Role:

The Real Media Collective is an industry body who works in partnership with Sierra Delta, a creative brand agency with a strong suite of clients. In particular, we represent a strong media channel and will see the right candidate working with Client Stakeholders and Industry leaders. We are looking for an enthusiastic Marketing and Communications Manager as part of an existing contract and our ongoing growth plans.

To be successful, you will be a self-driven, highly motivated and committed team player with excellent communication, people and organisation skills. Your ability to multi-task is imperative, and you will enjoy working within a team that is growth focused and results driven.

Responsibilities:

Reporting to the Director and working with the Operations and Creative team, you will be coordinating the marketing and communication requirements for multiple campaigns, as well as a range of activities to support content creation/research, marketing and PR initiatives.

- Manage the campaign communication deliverables across digital and print media channels
- Develop stories, angles and content
- Coordinate and execute outbound marketing such as mail and email campaigns
- Work with the existing team to build communication packs and marketing materials
- Monitor marketing campaigns and provide reports on results
- Liaise with media – news, radio, digital, TV and more to schedule Director media appearances
- Liaise with media – news radio, digital, TV and more to schedule media articles/stories
- Defining the brand identity, brand values and target market for campaigns
- Analyse brand positioning and consumer insights
- Develop research and consumer insight strategies
- Oversee new and ongoing marketing and advertising activities
- Determine innovative growth strategies

What you'll need to succeed:

- Excellent communication skills - writing, editing and publishing skills
- Qualifications in marketing, business, or related field
- Data-driven marketing mind with eye for creativity
- Highly motivated professional with excellent communication and interpersonal skills
- Excellent time management skills, able to prioritize and manage multiple tasks to meet deadlines
- Proven experience in Brand Marketing, Campaign Management and/or Content Marketing
- Strong project management, multitasking, and decision-making skills
- Demonstrate initiative and have the ability to work autonomously

Culture and Benefits:

We are a tight, cohesive and friendly team and are looking for someone to join our team culturally as well as physically. We have a philosophy of work-life balance and the commitment to getting the job done as well as keeping it real.

Base salary \$70,000-\$80,000 + superannuation + mobile telephone + MacBook Pro. This is a Monday to Friday role – 9am to 5.30pm.

Applications close Friday 28th January 2022. Please send applications to hello@thermc.com.au