

MARKETING SPECIALIST – SYDNEY BASED



We are Staging Connections, Asia Pacific's premier and largest event staging services provider, we are currently looking for a commercially savvy Marketing Specialist who wants to be part of a rewarding and social team environment. Your new team are a diverse group of professionals with a strong mix of technical and creative skills. Based at our Rozelle office you will report to the Managing Director. In your new role you will provide expert advice, quality direction and hands on delivery of all things marketing including delivery of the strategic marketing plan. You will lead a digital marketing executive and a digital business development manager. You will have sound experience working as a marketing specialist and ideally you will have relevant industry experience gained in either event management/services, hospitality, digital products or media.

WHAT YOUR NEW ROLE WILL INVOLVE

- Analyse the markets and provide recommendations to the business regarding the strategic direction.
- Develop and execute marketing campaigns to support business products and changes
- Project manage new products and services, develop marketing strategies in line with release / launch
- Manage and source multimedia, web, copywriting, video and design suppliers.
- Develop and execute all marketing campaigns, promotions and activity
- Act as liaison to senior management within State offices, providing professional, creative and reliable advice as to how to execute delivery.
- Provide advice on marketing communications support for individual offices including advertising, promotions and print collateral
- Acts as an advisor to the Sales and Marketing Leadership Team.

WHAT OUR IDEAL CANDIDATE WILL OFFER US

- Bachelors degree or (other tertiary qualifications) in Marketing, Communications or Media
- Experience in professional services, events, venue management or hospitality background in marketing
- Thorough knowledge of specific communications media; email, social media, video, graphics, and photography.
- Leading edge knowledge of internet marketing (inc search engine optimisation), & social media experience such as blogging, webcasting, podcasting and wikis.
- Proven hands on approach to Marketing
- Sound commercial judgement and acumen with a strong data analysis background

WHAT WE CAN OFFER YOU

- Competitive salary
- Exposure to a global business
- Assortment of creative client base to work with
- Car parking
- Salary packaging (vehicle, laptop, smart-phone)
- Professional development and education
- Access to an Employee Assistance Program
- International and National career opportunities

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JOBS @ STAGING CONNECTIONS

There are many more benefits to list, please log onto our internet site for more information about our great team.
<http://www.stagingconnections.com/> - check out our show reel to experience some of our client offerings.

For more information about this position, contact Ryan Patten on 02 9556 8872. To submit your application in strict confidence, please e-mail your resume to ryan.patten@scgl.com.au